# PRINTERS' INK

A JOURNAL FOR ADVERTISERS
186 Madison Avenue, New York City

Vol. CXLVIII, No. 2

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New York, July 11, 1929

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# NEW PUBLICATIONS CONSOLIDATIONS SUSPENSIONS

THE AMERICAN NEWSPAPER
ANNUAL AND DIRECTORY
Mid-Year Supplement,
recording important
changes in the publication field, is now ready
for distribution.

This SUPPLEMENT is furnished free with the 1929 edition. It is not sold separately.

A limited number of copies of the 1929 Annual and Directory are still available.

## N. W. AYER & SON

INCORPORATED

WASHINGTON SQUARE, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

# Suppose You Lived in AGROPOLIS.



OUR work would be a different kind of work. Your Y hours might be longer. Your income might be smaller. But, at the end of the month, you'd be just as well off . . . perhaps better,

As a matter of fact, people who live in Agropolis-the prosperous farm area of America-have more money to spend than city folks of average income. "Incidentals" such as vegetables, milk, butter, eggs, take their toll of city incomes. Not so in AGROPOLIS, where they "raise" their own. Rents, taxes, etc., etc., etc., are way below city levels, too!

You don't live in AGROPOLIS, but you can sell your goods there. Standard Farm Unit Papers are the "newspapers" AGROPOLIS people read-15 non-duplicating publications that literally blanket the prosperous farm areas.

Your sales problem is national—but your dealer's is always local.

The Standard Farm Unit Papers meet both!

Farmer, St. Paul
American Agriculturist
Wisconsin Agriculturist
New Breeder's Gazette
fic Rural Press

Wallaces' Farmer Pennsylvania Farmer Ohio Farmer The Progressive Farmer Hoard's Dairyman

The Prairie Farmer Kansas Farmer Missouri Ruralist The Nebraska Farmer

### The STANDARD

One order-one plate-one bill

WALLACE C. RICHARDSON, General Manager

NEW YORK
Willard R. Downing, East
250 Park Avenu CHICAGO Courtney D. Freeman, Western Manager 307 North Michigan Avenue San Francisco, 1112 Hearst Building

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# PRINTERS' INK

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VOL CXLVIII

New York, July 11, 1929

No. 2

## Teach Advertisers to Select Advertising Agents—Not Plans

The Submission of Plans on Speculation by Advertising Agencies Gets
Another Lashing

#### By Earnest Elmo Calkins

President, Calkins & Holden, Inc.

SOME men shy at that word "ethics" in a professional code under the mistaken impression

that some sort of self-sacrifice is involved. They think it means altruism or sportsmanship. Though the dictionary defines it as meaning "morals," in a code for improving the practice of a business profession deals with things that are inexpedient rather than im-moral. Altruism or sportsmanship may be defined as individual unselfishness without hope of reward other than comes from the glow of having done your good But profesdeed. sional ethics is in-

dividual unselfishness for the sake of communal selfishness—or self preservation—which foregoes some immediate advantage for the sake of a greater advantage later on.

It was in this spirit that the American Association of Advertising Agencies voted against the practice of preparing plans on speculation to secure new business, even when an advertiser asks for

"There is not an adver"There is not an adver"There is not an adver-

"There is not an advertiser today who does not know that in requiring speculative plans he is asking for something that is not quite according to Hoyle, and his respect for the agents who comply is lessened in spite of himself."

"The time spent on speculative work usually belongs to the clients who employ the agency. At least the clients think so. And most of them k no w when their agencies are giving too much time to speculative work."

Earnest Elmo Calkins.

advertiser asks for them. When an advertiser does not ask, when an agent submits a plan for the purpose of un-

ask, when an agent submits a plan for the purpose of unseating a n o t her agent, the deed assumes a somewhat darker hue, and the ultimate results are more disastrous to the dignity and integrity of our business.

No practice should be followed by one member of a profession which, if followed by all, would demoralize that profession and render it unprofitable to all engaged in it. Suppose the speculator is successful, dissatisfies the advertiser

with his present agent and his present plan, and secures the account. He is ahead apparently, but only until another agent, a little slicker, slides a speculative plan under one of his accounts and rolls it away. Suppose this game of "pussy wants a corner" is kept up until all accounts have changed hands. What is the effect on advertisers? Each

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A report issued by the Committee on Agency Service of the American Association of Advertising Agencies.

agent in turn has been discredited by another agent, and thereby the entire agency business has been discredited. You see, we are all in the same boat. Professional men must stand by one another. Doctors are competitors of each other, but they do not get business by undermining each other's methods. It is the patient's privilege to say when he will change doctors, and doctors as a profession deal severely with all unprofessional methods of coaxing patients away from each other, because the practice of medicine, like the practice of advertising, depends largely on faith, the faith of the patient in medicine, the faith of the manufacturer in advertising. When patients lose faith in doctors, medicine suffers, and when advertisers lose faith in agents, advertising suffers. An agent is bound to assume that other agents are just as honest, capable and experienced as he is. If we do not have collective faith in our collective efforts, we cannot secure the confidence of the individual advertiser in our individual

Even though the speculator's plan is better than the one it undermines, it does not save this practice from shortsightedness. And chances are even that the new plan is not better. And the fact that the advertiser falls for it does not prove that it is better. Nothing is easier in the present state of advertising than to disturb or worry an advertiser. There is more than one way to successfully advertise any product. Mere novelty is not always improvement. Frequently an old and seasoned plan is better than a new and untried one. The speculative agent cannot always justify himself with the belief that he is bettering the account. In any case some of the advertiser's belief in agents and in advertising has been shaken. Repeat the experience often enough and that confidence which is absolutely necessary between agent and client is gone.

What has been said applies only to unsolicited speculation, but what follows are some of the objections to preparing plans at the definite request of an advertiser, where the entente that should exist between agent and agent is not involved.

A manufacturer about to begin advertising or an old advertiser about to change agents sometimes demands as a preliminary a sample or speculative plan from the agent or agents who are agreeable to this method of securing accounts. makes little difference whether the advertiser in question has given only one agent the opportunity or pulled off a competition between as many as are willing to play this game, he is asking the agent to work for nothing in order to prove that his work is worth paying for. It is human nature not to set a very high value on anything you have once gotten for nothing. Men who have received free railroad transportation or complimentary theater passes never again feel like paying for them. We deal in intangibles which cannot be measured like material products, and it is incumbent that we should act as if we believed the service we sell is worth paying for. And one way is not to deliver any portion of that service until we are hired.

We have all had experience with the psychology of not holding ourselves or our work too cheaply. We have all witnessed that inconsistency of an advertiser who, after demanding speculative plans, is irresistibly attracted to the agent who had the backbone to refuse. We know in our hearts that that is the best selling, that the spirit of too ready compliance, while it oils the machinery of soliciting an account, is a serious obstacle in handling it.

#### Not According to Hoyle

There is not an advertiser today who does not know that in requiring speculative plans he is asking for something that is not quite according to Hoyle, and his respect for the agents who comply is lessened in spite of himself. experienced advertiser knows better. He has some idea already of what advertising service consists, of the reputation and accomplishments of different agents, and knows that workable and enduring advertising plans do not spring fullblown, like Minerva from the head of Iove. from any agent. He is more conenr

# Christian Herald Gains 30%

DURING the first six months of 1929 the Christian Herald carried 30% more advertising than in the same period of 1928.\*

AMONG the big general and women's publications only two showed a greater percentage of gain—Time and Collier's.

## CHRISTIAN HERALD

419 Fourth Avenue, New York

GRAHAM PATTERSON Vice-President J. PAUL MAYNARD Advertising Manager

<sup>\*</sup> Figures from National Advertising Records.

cerned with the caliber of the men who are going to work for him than with any impromptu ideas they may have about his business. It is more often the amateur advertiser who asks for plans, and he needs the discipline a firm refusal would give him.

There is another catch in this speculative work. How good a plan can we prepare under such condi-tions? Even though we take all the time necessary and go into the thing fully with research, market investigations and conferences with the prospect's people (not always possible under conditions of speculative work) we still are liable to pull a few bonehead errors. And these molehills which could be smoothed out under the conditions of ordinary agency relations, become mountains when we are in the straddling position of selling both our plan and our agency at the same time. We stand between two horns of a dilemma. The more superficial and hasty our plan, the greater the chance of errors. more thorough and careful the preparation, the greater the expense. When a number of agents submit speculative plans for the same account, then all but one are bound to lose, and if the practice were general, all agencies would have a growing expense account which could easily get out of bounds, and which must be absorbed into the expense of doing business for which clients pay.

The time spent on speculative work usually belongs to the clients who employ the agency. At least the clients think so. And most of them know when their agencies are given to too much speculative work. Some of them were probably secured by that method. If time and energy usually spent in preparing a speculative plan for a new ac-count were devoted to work on some account already in the shop, it would pay that agency better in the long run, in reputation and in Agents who drop their daily work to prepare a speculative plan (and it often amounts to that) are specially provided with a fable by Mr. Aesop, about the dog who dropped the bone he was carrying

to grab the imaginary bone reflected in the water.

Emerson said that when a new book was published, he re-read an old one. That might be a good motto for us. When an advertiser informs us that he will give his account to the agent who submits the best plan, let's put the time and money in improving the work of an old account. Let's unite to teach advertisers the right method of selecting an agency. Let them learn everything about that agency, as it is while engaged in its daily work -age, ability, experience, person-nel, reputation, character of accounts, estimation in which its customers hold it-without confusing the issue by introducing purely speculative ideas about the adver-When the tiser's own business. agent rests the issue on one speculative plan, he must present his plan from an illogical position. He lacks the foothold which is his if he is already the client's agent. Every agent appreciates the difference in moral position between presenting a plan to secure an account, and presenting a plan as part of his regular work. In the first instance he is selling himself; in the second, he is doing his stuff. The two things are as far apart as the poles and should not be confused with each other.

#### Selling Should Be a Separate Job

The job of selling an agency's services has its own technique. It should be a complete and separate job. And not until it has been sold is the agency in a position to prepare a plan for the client, a plan, mind you, which may be the subject of debate and differences of opinion. How many of us, for instance, offer plans, even after years of work with a client, without a question being raised? While acceptance of the agency is in abeyance, each of these mooted points becomes an arguinent about the ability of the agency.

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Finally, it is bad education for the client. It puts him in the position of sole and final arbiter of the soundness of advertising plans. He tries to be that far too often, as

(Continued on page 150)

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# The Tie that Binds



OBSERVE closely the glorious bit of cravatage which graces his neck and cascades down his bosom. Or as Ray Gibson himself would put it—"Pipe the tie!"

Observe also that it matches his shirt. He buys 'em that way—and he'll have Dad doing it too, if he kids him long enough about "rubber collars" and "funereal neck rags." A true pioneer—bound by natural ties to originality and progress.

Wide-awake manufacturers are aware of the influence of youth upon family buying habits. They realize that the aggressive influence of the younger generation—for everything it considers newer and better—has a deal to do with prompt acceptance by youngsters

and oldsters. These progressive advertisers are making the acquaintance of youth . . . seeking the pressure of youthful backing in the family buying councils.

Of the 500,000 regular readers of THE AMERICAN BOY, 85% are of high-school age and older. Man-sized, man-minded, men in everything but years. THE AMERICAN BOY is the tie that binds you to this high-school market. When they see your advertisement in their favorite magazine they know you recognize them directly, and appreciate their influence. October forms close August 10th.

The American Boy

Detroit

Michigan

# J. Walter Thompson Company

Through five strategically located offices in the United States and twelve offices in other countries which cover Europe, North and South Africa and South America, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 560,809,000



129

NEW YORK · Graybar Building · 420 Lexington Avenue
CHICAGO · Wrigley Building · 410 North Michigan Avenue

BOSTON · 80 Boylston Street

CINCINNATI · Chamber of Commerce Building

SAN FRANCISCO · Russ Building



LONDON · Bush House · Aldwych, W. C. 2

PARIS · 12 Boulevard de la Madeleine

MADRID · Pi Y Margall 9

STOCKHOLM · Kungsgatan 39

COPENHAGEN · Axelborg

BERLIN · Schenker Haus · Unter den Linden 39

ANTWERP · 115, Avenue de France

WARSAW · Czackiego 17

ALEXANDRIA · Egypt · 27, Rue Cherif Pacha

PORT ELIZABETH · South Africa · Netherlands Bank Building

BUENOS AIRES · Argentina · 50-60 Calle San Martin

SAO PAULO · Praça Ramos Azevedo 16

### This Salesman Would Not Take "No"

He Persisted Without Being Offensive and Won Out

#### By Charles A. Emley

Sales Promotion Mgr., De Long Hook & Eye Company

A FTER reading twice the article entitled: "The Perfect Sale,"\* I let my mind wander back over the past in search of the most perfect sale I have ever encountered. While the one I recalled may not be the most perfect sale ever made, it strikes me as being worthy of at least honorable mention.

The scene—a wholesale house in a city in Kansas. The time—a Saturday morning in mid-July. The weather—hot, sticky, humid. The salesman—Jones, representing the manufacturer of a sanitary product.

It was Jones' first trip over this territory. He had interviewed the buyers for all of his firm's customers and prospects in the city except this one. Doubtless the average salesman would have considered it a job well done and gone on his way to the next city reporting to his firm that "this buyer won't see any salesmen on Saturday morning." Jones reasoned differently. Convinced that this wholesale house would be an excellent outlet for his product, he was determined to see the buyer whom he had made several unsuccessful attempts to see earlier in the week. In fact, he stayed over purposely to see this buyer.

At nine o'clock on Saturday morning Jones confidently entered the wholesale establishment. He was met by the general manager, an elderly, dignified gentleman, with "Well, young man, what can I do for you?"

"Is the sanitary goods buyer in?"

asked the salesman.
"What is your product?" queried
the general manager.

Jones told him, whereupon the

general manager rather curtly informed him that "nothing is needed, the buyer is busy, it is Saturday morning, the day is hot, etc., etc."

morning, the day is hot, etc., etc."

Jones was not dismayed. He courteously asked the general manager this question, "Were you ever a salesman?" The general manager admitted that years ago when he was a young man he had toted a grip through Kansas and several nearby States. "Then you know," said Jones, "how discouraging it is to pay a special visit to a prospect and be denied the privilege of seeing him. This being my first trip over this territory, and having seen all of the other buyers in town, I stayed over last night purposely to see your buyer just to make his acquaintance if that were all I could accomplish. I know it is a short working day and that it's hot; but really I would like to see your buyer for just a moment so I can make a report to my firm. Will you grant me that courtesy?"

The general manager waved his hand toward a desk in one corner of the office and said: "That's him over there. His name is Mr. Henry. I doubt if he will be able to give you any time today, but go ahead and see him." The salesman thanked the general manager and walked over to Mr. Henry's desk.

Mr. Henry greeted him none to courteously. When he learned what product the salesman carried he threw up his hands and exclaimed: "Don't talk to me about — We've tried several brands of this product without success. Our salesmen won't sell the product and that's all there is to it. They dislike to talk about it to buyers."

True, the product is one which, because of its intimate, personal nature, many jobbers' salesmen hesitate to talk about. They accept orders for it; but they won't push

<sup>\*</sup>By Jas. H. Warburton, sales manager, Marietta Chair Company, in the June 20 issue on page J. Also see "An Entry for the 'Perfect Sale' Contest," page 41, June 27, and "Some Applications for Niches in Salesdom's Hall of Fame," page 68, July 4.

## United States Rubber Company



Black area shows territory served by the United States Rubber Company's Des Moines Branch.

Des Moines is the United States Rubber Company's distributing center for most of Iowa.

As Iowa dealers look to Des Moines for their supplies of U. S. Tires, so do most Iowans look to Des Moines for their daily and Sunday newspapers. Two out of every three families, farmers as well as city people, in the central two-thirds of Iowa read

# The Des Moines Register and Tribune

Daily Circulation Exceeds 230,000
99% in the State of Iowa

it. Still, it is the biggest volume item in the sanitary goods field and the market has barely been scratched. One or two brands for which there is a fairly large demand are used as leaders by dealers everywhere, the price being cut unmercifully. As a result, dealers can't make a fair profit on these brands. The brand the salesman sells, however, is not in the cutprice class. Dealers everywhere voluntarily sell it at one price. Thus it affords everybody a good profit.

Jones was confident that Mr. Henry would be interested in this story, but he refrained from pressing him for permission to tell it because the latter was evidently set on cleaning up his desk and getting away. So Jones adopted a different tack. "Mr. Henry," said Jones, "you're busy and it's a hot day so I shall not ask you to give me any of your time even though I did stay over last night purposely to see you. I am going to ask you. though, to do me a little favor if you will-give me permission to tell my story to one of your salesmen who, I understand, are here in the house today. Pick out the one you believe is the least interested in selling a product of this character. If I can convince him that he can sell my brand, perhaps then you will give the product consideration. Will you do that for me?"

"All right," replied Mr. Henry, and he introduced Jones to one of his firm's most pessimistic sales-

Jones and the salesman went off to a vacant desk where Jones proceeded to tell his story in detail, laying special emphasis on the profit possibilities in the product for the salesman, having learned beforehand that the salesman was working on a salary and commission basis. He showed the salesman a simple demonstration that would enable him to prove the superior quality features of the product even to the most skeptical buyer. He emphasized the vast volume of business that is done on products of this nature and the The tremendous potential volume. salesman asked questions. He became intensely interested and his

interest eventually flamed into genuine enthusiasm. When Jones finished his talk, the salesman assured him that he could sell the product and would do so if given the opportunity.

The two salesmen then went back to Mr. Henry's desk. It was nearly eleven o'clock. "Well," said Mr. Henry impatiently, "what's the verdict?" "Mr. Henry," said the wholesaler's salesman, "I am thoroughly sold on this product and see great possibilities in it for our company and for our salesmen. I know that the other men will be as enthusiastic about it as I am and that they will make an honest effort to sell it if you will give them an opportunity to listen to Mr. Jones' story."

Mr. Henry hurriedly gathered his other salesmen together around his desk and Jones told the story to all of them, making interesting demonstrations as he went along. Presently the general manager pulled up a chair, sat down and listened in. Time passed, but no one seemed to care.

It was two o'clock when Jones left Mr. Henry's office with a sizable order in his pocket. On his way out the general manager stopped him. "Mr. Jones," he said, stretching out his hand, "I want to congratulate you on the method you used to get an interview with Mr. Henry and to convince him that you had something for him. You did a creditable job considering the big handicap you had to overcome. Our men, I'm sure, are thoroughly sold on your product and will push it."

Today, this is one of Jones' best

Today, this is one of Jones' best accounts. The wholesaler's salesmen are selling the product. The buyer and the general manager are enthusiastic about the volume of profitable business that is being developed.

## Now Hicks, Clarke & Company, Inc.

Wightman-Hicks, Inc., New York advertising agency, has been re-organized under the name, Hicks, Clarke & Company, Inc. H. L. Hicks, who was vice-president and treasurer of Wightman-Hicks, Inc., will be president and treasurer of the new organization, and C. J. C. Clarke, formerly vice-president, will be vice-president and secretary.

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Thorough Trading Area Coverage Through One Newspaper!

# Annual Survey of Milwaukee Sales

MILWAUKEE bought 47,300 radio sets, 75,000,000 cigars, 5,000,000 bottles of gingerale and nearly a million golf balls in 1928.

Equally interesting sales facts consenting automobiles, household appliance toiletries, groceries and other productions are revealed in the eighth annual consumer Analysis of Greater Milwaukees based on surveys of a true cross section of Greater Milwaukees 157,000 tamilies.

A request on your business stationery will bring you a copy by return mail.

# THE MILWAUKEE JOURNAL

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CHICAGO DAILY

# E REAL STRUCTURE THE CHICAGO DAILY NEW

### HICAGO DAILY NEWS

BLUE

THE real "structure" of The Chicago Daily News far transcends the 25-story pile of steel and stone into which it has just removed. It is, in fact, a vast pyramid of tangibles and intangibles, of which the building itself is merely the apex.

Behind the beauty of this new home lies tremendous utility. Its interior arrangement and equipment are dedicated to Service as skilfully as its outward line and mass are dedicated to beauty. More than \$2,000,000 worth of the most modern presses, linotypes, and other machinery, manned by more than 500 highly skilled operators—broad ranks of swift, silent, electric elevators carrying busy thousands every hour to and from its spacious offices—public service booths where other thousands receive attention daily.

Special features adequately maintained to expedite placing the full news of the day in the hands of readers: the "hi-lo" room, by which complete stock reports are put on the streets many minutes ahead of all competition—subsidiary printing plants serving North Side and West Side readers half an hour earlier than they could be served from the main plant.

Local, state, national, and foreign news services . . . hundreds of skilled news gatherers . . . cable, telegraph, radio, airplane, and other time-annihilating devices . . . extensive offices in London, Paris, Rome, Berlin, Moscow, and Peking, served by men like Paul Scott Mowrer, Carroll Binder, Edgar Ansel. Mowrer, Paul Wright, James L. Butts, Edward Price Bell, Junius B. Wood, Constantine Brown, and a galaxy of other writers of international fame. All representing an investment and cost only possible to a great metropolitan newspaper.

The dignity and ability which arm the editorial page of The Daily News with its far-reaching influence . . . its power for good, founded upon policies that are fearless, independent, and constructive. Its broad, philanthropic and humanitarian activities.

And finally, the commanding position of The Daily News in the advertising field of Chicago and its territory, based upon absolute fair dealing and wise censorship—the one dictating, even from its first issues, the daily publication of a sworn statement of actual, paid circulation; the other protecting both the buying public and the honest advertiser . . . causing The Daily News to carry more advertising than any other Chicago daily newspaper for the last 27 years (ever since official records have been kept)—more than any other 6-day-s-week newspaper in the United States . . . resulting in 1928 in the extraordinary total of 20,861,353 agate lines.

All these factors, and more than can be enumerated on this page, enter into the real "structure" of The Chicago Daily News, 95% of whose 435,000 daily circulation is concentrated in Chicago and its 40-mile environs.

### THE CHICAGO DAILY NEWS

Daily News Plaza, 400 W. Madison St., Chicago 40

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## Announcement

Carl Williams, for sixteen years editor-inchief of The Oklahoma Farmer-Stockman, has been called by the Government to be a member of the new Federal Farm Board.

Led by its desire to serve the farmers of America, The Oklahoma Farmer-Stockman has given Mr. Williams a leave of absence from his editorial duties for the term of his government service.

The policies which have made this paper of substantial usefulness to southwestern farmers through these sixteen years will be continued without change.

Clarence Roberts, for fourteen years Mr. Williams' first assistant and co-worker, will direct these policies of "service to the folks" during the temporary absence of Mr. Williams.

THE OKLAHOMA FARMER-STOCKMAN.
E. K. Gaylord, President.

# What We Think of "Weeks" After Thirteen Years

Dr. Scholl's Foot Comfort Week Now Accepted as Valuable Advertising Institution

#### By D. W. Landon

General Sales Manager, The Scholl Mfg. Co., Inc.

BACK in 1917 Dr. William M. Scholl, the founder and present head of the Scholl Manufacturing Company, proposed to the shoe retailers of America a special advertising event which he called "Dr.

Scholl's Foot Comfort Week." He had an idea, which since has proved to be altogether sound, that special attention could be focused on Scholl foot appliances during this week in such a way that some real merchandising benefits would accrue to the line during the remain-der of the year.

The dealers were willing enough to try it, as they are willing even now to try any apparently feasible thing which looks toward a possible increase in their sales volume—an attitude, by the way, that I fear is not appreciated and recognized as

it should be. It worked out so well that retailers in multiplying numbers have been using it every year since. And as I write these words more than 12,000 shoe dealers and a great number of druggists, including some of the chains, are putting on the finishing touches in their preparations for the thirteenth annual observance of the event, scheduled to begin June 22.

The week has now become a settled institution in our business. Our dealers look forward to it. And Dr. Scholl himself, I imagine, would not consider its abolishment any more than he would a suggestion to give up or abridge this company's general advertising program which is now running in 510 leading newspapers and fifty-eight magazines and farm papers.

THE "week" idea has frequently been referred to of late as a shopworn advertising tool. Some manufacturers have dropped the plan and others who were considering using it have refrained from doing so as a result of the advice they received and the information they uncovered.

However, here is a company which has sponsored a "week" for thirteen years and is enthusiastic about it. How this week is organized and operated is explained in this article. In our opinion, this story proves once again that too often certain well-known advertising ideas are accused of being obsolete when they fail to function properly whereas it is the execution, and not the plan itself, that is at fault.

Naturally enough, during these thirteen years, we have had occasion carefully to study the special merchandising week proposi-tion and have learned many things about it. Our basic idea is substantially the one applied by Dr. Schoil, for experimental purposes, thirteen years ago. But in its application during the succeeding years, we discoveredthatthere are certain features that must be avoided if a week is going to be a complete success.

In the first place, the emphasis has to be on general advertising rather than on specific and

direct selling. If the merchandising during these seven days (our week begins on Saturday and ends on Saturday) partakes in any way of the nature of a special sales drive, with any unusual inducement such as lower prices, the results are questionable. It is becoming pretty well recognized these days that the special sale in any business, large or small, is not a good thing. This is particularly true when the sale recurs at stated times during the year. People defer buying until they can get the benefit of the lower prices, and business during

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Another consideration is that people are becoming so sophisticated in the matter of buying goods that they can quickly detect any false note in a merchandising program. Just why should they stock up on an item during a special week? And if the selling price is lowered for this occasion, why should it not be made at the same figure during the year? If the manufacturer and the dealer are making a fair profit now, haven't they been making too much during the times when the price was higher?

#### What the Consumer Thinks

These are a few of the questions that are bound to come up. The usual conclusion, after people make the analysis (and let no man delude himself into believing that they do not make it), is that they are being asked to buy in larger quantities during this week because somebody has an overstock that he wants to sell.

There has to be a real reason for a week, and it should not have even the remote suggestion of a sales drive. It should have behind it the soundest of merchandising principles, related and placed in such a way that they can lead up to one main objective. The objective of our week is to advertise, talk and demonstrate the various Scholl foot comfort items to the greatest possible number of people. Increased sales come about as a matter of course; conditions could hardly be otherwise under the circumstances. But no special inducements are offered to this end. Every item in the line sells at its regular price, and nobody is asked to buy anything during this week any more than he is in any other The same merweek of the year. chandise is on display and no advantage, either in the way of range of selection or price is offered to

a customer; everything is staple. Our week, therefore, is not in any sense to be regarded as a special sales drive. It is rather the climax of our year's advertising activities—an anniversary event, with all the sentimental considera-

tions that such an event contains, whose purpose is to accentuate, emphasize and make doubly plain all the selling arguments we consisuse in our advertising tently throughout the year. It acts as a spotlight, so to speak, to make the concentrated effects of twelve months' advertising shine upon the Scholl line. It is a somewhat spectacular method of creating extra interest in our goods and of furnishing an impetus which shall help push sales ahead for the coming year. It is institutional advertising in its most highly developed form.

Our general advertising program is at its height during the summer. This is so for two reasons, among others: One is that we believe in and practice all-the-year advertising as the most effective method of creating consumer acceptance. There must be no break in the consistent presentation we make to the consumer, as we have found by experience that continuity in effort is the only way to get the full cumulative benefit of money invested in The idea that advertising space. should lag during the so-called off seasons finds no response with us.

But even if we believed otherwise about the theory and practice of advertising, we would advertise heavily in preparation for the sum-mer business, because summer is the time when many people experience their greatest need for foot comfort merchandise. The date for the week is carefully chosen, considering the whole country on an average, to come at a time when the weather is getting really hotbefore people have become fully accustomed to the change in temperature. We do not talk about it for a long time in advance either to consumers or dealers. The thought is to make a hard and quick smash and get the big idea over at the psychological time. We wait as long as we safely can before informing dealers of the date chosen. They will get the idea quickly enough, as most of them have already experienced the benefits of the week. Eventually we tell them of the arrangements for this year and then things begin to develop. General announcements of the

week appear to an extent in our national advertising when the publications are issued at a date to fit in with the plan. This year, for example, a page in a national weekly magazine announces that "This is Foot Comfort Week" and informs the readers that "shoe. drug and department stores throughout the United States and Canada are co-operating in this great annual national movement to end foot troubles." All with foot ailments are invited to "go to any of these stores this week and you will get immediate relief." In our general newspaper advertising, of course, the week is strongly emphasized and our dealers back this up by using space in thousands of local The combined effort newspapers. makes it plain to everybody that during the week something of unusual interest is transpiring. Yet there are no special offers; the merchandise is the same and the presentation regarding it is expressed in the identical language used all through the year.

In merchandising the week to dealers we say nothing of immediate sales. Our whole theme is along the line that this is a notable sales-building event upon which they can capitalize throughout the year. We tell them in some little detail about the general advertising we are doing and the references we are making to Foot Comfort Week. To enable them to ally themselves directly with this consumer acceptance we offer them electrotypes of special advertisements which they can run in their local news-

papers.

We prepare the advertising and send the electrotypes without charge to the dealers, but they pay for their own space. There is nothing exclusive about the service; any dealer who handles Dr. Scholl's foot comforts is entitled to use it. It often develops, therefore, that as many as four or five dealers in a good sized town advertise Foot Comfort Week in the same newspaper and on the same day. Likewise, there may be as many special window displays for the week as there are dealers who sell our goods.

The displays, being made from material supplied by us, are pretty much the same, the orly main difference being in the varying degrees of skill employed in adapting our display plan and the limitations in space. Some of the larger dealers prefer to use their own facilities in putting in the window display, but in the main they are so near alike in all the stores as to be readily recognized. The composite effect of all this effort-started in our general advertising and carried out by thousands of dealers in ways that are so similar-always brings great numbers of people into the stores during the week.

#### A Frank Statement to Dealers

To bring the week forcefully to the attention of our dealers we advertise it heavily in business papers and direct-mail material. We speak out frankly to our dealers and give actual figures as to the amount we invest in general advertising. There was a time when we might hesitate to do this. Speaking in terms of millions might give some dealers the mistaken impression that such a large outlay would add to the selling cost of the merchandise. Thanks to the advance in general merchandising knowledge, comparatively few dealers think that way any more.

Does it pay to keep carefully away from the sales drive feature and to make the week strictly an advertising and demonstrating event? It does, both from our standpoint and that of the dealer. Through bringing to a focus the full force of the advertising we are doing all along, the week produces an effect that causes more sales to be made for months after it has past. There is nothing unusual about this, of course, inasmuch as the week is merely an illustration—a glorified sample, if you please—of the service that can be had in the store week after week and month after month.

One fundamental reason, I suspect, why Foot Comfort Week is so popular among shoe dealers, and why they look forward to it eagerly year after year, is that it enables them to borrow a considerable part

of the sales benefit we have produced and apply it directly to the selling of shoes. When the adver-tising effort of the week is such that it helps the dealer sell his regular line, he is going to favor it as a matter of course. We plan the advertising for Foot Comfort Week so it can increase the dealer's sales, focus attention on his store and give him an opportunity to advertise in a way that is different and effective.

The Foot Comfort Week proposition is so firmly accepted and so widely used by dealers in the United States and Canada that we find it difficult to visualize the rather weak encouragement it received in the beginning-which, I suppose, must be encountered by any radically new selling idea no matter how good it may be.

"Were I to write a history of this week," Dr. Scholl said not long ago, "it would have to deal with doubts, misgivings, then acquiescence and finally enthusiasta over a plan that was so very novel that at first it appeared impracti-cal to many. There are many shoe dealers in business today who well remember our first week back Perhaps they think of it now with a smile when they consider how utterly unusual the plan was, and then remember that nowit is accepted by the shoe world as being a regular institution.

"Another extremely interesting thought in this connection is the widespread education concerning foot troubles that has been brought about by our continuous advertising program. Not so many people now endure foot troubles as was the case ten or twenty years ago. Today feet are discussed in our newspapers and magazines as often as teeth and eyes. Hence it is not at all difficult to make our dealers realize that when they advertise Foot Comfort Week they are ad-dressing well informed people people who realize that good health and bad feet cannot be partners.

#### J. A. Bohannon, President, Peerless Motor Car

J. A. Bohannon has been elected president of the Peerless Motor Car Corporation, Cleveland. He has been vice-president of the Marmon Motor Car Company, Indianapolis, which he joined sween years are and a parchaging sweet seven years ago as purchasing agent. He previously had been with the Savage

Arms Corporation.
D. P. Smith, who was elected a director of the Peerless company last April, has been made a vice-president of Peerless. He has been assistant to the president of the Guardian Detroit Company, Detroit. Previously he had been distributor in Los Angeles territory for the Moon automobile.

## Cleveland "News" Appoints

C. F. McCahill Charles F. McCahill Charles F. McCahill, who recently resigned as vice-president of the New York American to join the Cleveland News, has been elected vice-president and business manager of the Cleveland Company, publisher of the News. Mr. McCahill became associated with the Hearst newspapers, about five years, asponent newspapers about five years ago and later was publisher of the Rochester, N. Y., Journal and regional director of the Hearst newspapers in Albany and Syracuse.

#### Kenneth Groesbeck, Vice-President H. K. McCann

Kenneth Groesbeck, formerly president of Groesbeck-Hearn, Inc., New York, now The Alfred S. Hearn Company, Inc., has been appointed a vice-president of The H. K. McCann Company, of that city. He joined the McCann agency several months ago.

#### W. H. Maas, Vice-President, De Puy Publications

William H. Mass, with the De Puy Publishing Company for the last seven years, has been elected vice-president of the company and will represent at Chi-cago all the magazines included in the De Pay roup of banking and insurance publications.

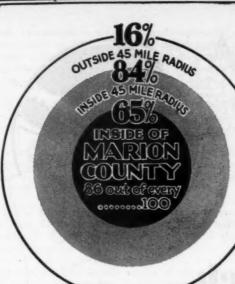
#### New Accounts for Wales

Agency The Temple Corporation, Chicago, Temple Drum Radio Speakers, and Smith & Wesson, Springfield, Mass., revolvers, have placed their advertising accounts with the Wales Advertising Company, New York.

#### New Account for Presbrey Agency

The Pro-Grip Manufacturing Corpora-tion, New York, maker of a grip for golf clubs, has appointed the Frank Presbrey Company, advertising agency of that city, to direct its advertising ac-

G. J. Hough, formerly assistant sales manager of the Cruver Manufacturing Company, Chicago manufacturer of ad-vertising specialties, has been appointed sales manager.



ERE is how The News' total circulation of over 136,000 is concentrated. Note that 86 out of every 100 Marion County (Indianapolis) families read The News and that the A-B-C Trading Territory... within the forty-five mile radius... is emphatically covered. Only one newspaper is necessary in Indianapolis to thoroughly sell the market.

The News ... ALONE ... Does The Job!



Indianapolis News

MA The Indianapolis Radius
DON BRIDGE, Advertising Director

DON BRIDGE, Advertisis
New Yorks
DAN A. CARROLL
110 East 42nd Su

Chicago: J. E. LUTZ Lake Michigan Bldg

THE Indianapolis Radius is a 2,000,000 market of which Indianapolis is the center and The News the dominant paper.



# -rich -responsive -receptive

# ... the most fertile consumer market in the world!

NOT only is the New York Market the largest and richest single buying market in the world, but it is the most fertile as well—offering greater opportunity for sales than any other territory anywhere.

Its 9,958,000 people have more, earn more and spend more for the good things of life than any other comparable group . . . they constitute a lib-

eral, open-minded, receptive audience-who are always ready to buy-at all times interested in new things and new thoughts on known products . . . and they are the world's most responsive buying group—as proven sales experience testifies.

In this greatest of all markets there is one sales producing factor which stands head and shoulders above all others . . . the New York Evening Journal.

Scores of campaigns comprising a great diversity of products furnish concrete evidence that the New York Evening Journal is "the most powerful sales weapon" in this most fertile sales area.

There is an overwhelming public preference for the New York Evening Journal . . . it has more than DOUBLE the home-going circulation of the next largest standard evening newspaper!

It goes into the family circles of the highest earning and largest spending classes; it reaches the greatest number of worthwhile people in the evening . . . and offers the greatest opportunity to produce greatest sales volume at lowest sales cost.

That is why more and more national advertisers are concentrating more and more space in the New York Evening Journal.

## **NEW YORK EVENING JOURNA**

One of the 28 HEARST NEWSPAPERS read by more than twenty million people

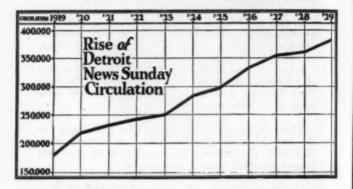
> NEW YORK 9 East 40th Street

CHICAGO: DETROIT:

PHILADELPHIA: ROCHESTER: General Motors Fidelity Philadelphia
Building Trust Building

Member of International News Service and Universal Service Member of Audit Bureau of Circulations

# Detroit likes to read on Sunday



Graphically portrayed above is the rise of Sunday circulation of The Detroit News since 1919 from 181,000 to approximately 400,000 in 1929. Note that there has been no reaction at any time in this decade.

People like to read on Sunday in Detroit and particularly do they like to read the Sunday Detroit News—a fact made evident by the increasing circulation of this newspaper to the greatest volume ever attained by it or any other Michigan newspaper. The Sunday News outstrips the weekday edition of The News in circulation, although that medium has the largest weekday circulation in Michigan. The reason is not hard to discover, for few newspapers anywhere are more readable or appeal to so wide a range of people. From finance to fiction the Sunday Detroit News reader may run the whole gamut of news and entertainment—and he does. Advertisers find the popularity of this medium increasingly valuable in producing sales. Through it you may get the most thorough coverage of trading territory population available in this state at the lowest possible rate.

## The Detroit News

THE HOME NEWSPAPER

New York Office L. A. KLEIN, 50 E. 42nd St. Chicago Office
J. E. LUTZ, 180 No. Michigan Ave.

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## Copy-Conscious Copy

Is Copy Talking Too Much About Itself?

#### By Ernest S. Green, Jr.

Of Rickard and Company, Inc., (Advertising Agency)

M UCH recent copy tends to talk about itself. It calls attention in so many words, to the task involved in its creation, and voices the writer's cries in the labors of adbirth.

Readers are being invited behind

the scenes. They are being offered chairs at the copy man's very elbow, shown just how many words he uses; they are be-ing urged to mark well his careful avoidance of the superlative degree. There is much gesturing, in the manner of the oldfashioned stage magician who rolled up his sleeves to show that nothing was being concealed.

All this is very naive, even as was the magician. All this is very self-conscious, too—and the copy is extremely conscious

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of being copy.

It is a fair question to ask whether this sort of thing is an

unmixed blessing.
Our old acquaintance, the average reader, usually knows when he's reading an advertisement, despite repeated allegations that his mentality is that of a 13-year-old. And he takes for granted the advertisement was prepared by somebody, however hazy his ideas are as to who that somebody may have been who wrote the words he reads.

Since this is so, shouldn't the copy let him sell himself on the product rather than remind him that a copy writer is working on him? Isn't that better than permitting him to feel that someone

else is making up his mind for him? None of us likes being hurried along, physically or mentally. And as for being stubborn, aren't we all?

Getting down to cases, we find instances of copy-consciousness leap-

ing out at us from the pages of current magazines and newspapers. These examples may be classified in two main groups, the Artfully Artless and the Sternly Self-Righteous.

Heading the list in the first group is "Words, we know, will never win you." This statement is the lead of a piece of copy which goes on, by the way, for over 250 words to sell the idea of clipping a free-trial coupon. Disarming? Perhaps. But clearly telegraphing the fact that somebody is try-

ing frantically to

wiggle on.
Let's take another one: "What does the reader care—what does anyone care whether (name of product) were used to set the great majority of records on land, on water or in the air?" Disarming? Perhaps. But certainly megaphoning the fact that somebody has designs on the reader, and is thinking out loud about his line of attack.

"It has taken 175 years to write these 81 words—stronger than a. thousand arguments." Here the tendency of the copy to talk about itself seems to me merely to becloud the issue, to add another factor of complication. For the eighty-

HAVE you ever heard a bright young man of some ten summers or so, refer in contemptuous terms, to the other "kids" in the neighborhood?

So it is with much current

copy. Copy is becoming extremely conscious of being copy—just as the ten-yearold is conscious of his ten years. And, similarly, it is displaying a tendency to refer to copy—other copy, of course—in a contemptuous

If not that, then the copy invites the reader behind the scenes. He is asked to sit on a corner of the copy writer's desk and observe how advertising is written. In brief, advertising copy is talking about itself.

Is it a good thing?

one words contain a mighty strong offer—more than able to stand on its own feet.

Now for a full-page peep into the sacred precincts of the copy writer. "It happened amid the flurry and bustle that somehow always accompanies the preparation of advertising." (Ah, if only this "flurry and bustle" were as much of a myth as the reporter's classic motebook!)

"How Does One Approach a 'Times' Reader—or Does One?" Light as the touch undoubtedly is in this piece of copy, isn't it debatable whether, even in fun, the reader is at all interested in the writer's problems?

Consider now the second large group of copy-conscious specimens—the Sternly Self-Righteous. "Not merely a slogan, but a fact" sets the keynote, and this is one of the less haughty of the examples.

"This message is not an advertisement in the usual sense of that term. It makes no attempt to sell a single — automobile." These words, no doubt, are intended to imply that here indeed is an occasion for widespread congratulations. And the reader is duly warned against bold, bad men who try to sell him things.

#### Be Yourself

This quotation has another angle; it makes the advertisement a bit ashamed of itself, makes it appear to renounce its paternity. Surely an advertisement shouldn't hang its head because it's an advertisement. Or stick out its chest because it's an advertisement. Or do anything but be an advertisement. "Be yourself" is oft-repeated, but usually sound, advice.

"(Name of Company) has never gone in for extravagant advertising claims." This is nowhere near as smug-sounding as some of the others, but even here, wouldn't the advertisement have been stronger if this had been left unexpressed? If the copy had merely been believable instead of announcing its believability?

"Our scientific prejudice against over-statement and superlative claims would ordinarily prohibit this sort of prediction in our advertising copy." Hasn't this something vaguely reminiscent about it—reminiscent of the type of after-dinner speaker who prefaces a long and flowery oration with "Unaccustomed as I am to public speaking?"

The self-righteousness here is self-evident. Each of these second-group examples is based on the implication that all advertisers are out of step but the undersigned. That the reader had better beware of slogans and advertising claims taken by and large.

And right here is another rub. These writers are, whether they realize it or not, trying to take advantage of the growing skepticism of readers who have gazed too long on unbelievable advertising

Is this a long-headed policy? In the long run, enough of these statements will sink into the public mind actually to nurse along the distrust of all advertising. If an advertisement reflects unfavorably on advertising in general, can it be expected that the reader will always make the exception in the case of the copy at hand? If it plays to the skeptics, does it not run the risk of sowing seeds of skepticism when there was none before? Why tell the readers not to put beans up their little noses? The thought might never have occurred to them.

A highly ludicrous would arise if the Sternly Self-Righteous type of advertisement were to continue to multiply. We soon would have more than one "shining exception" in every group of competitive advertisers. long the "advertisements, in the usual sense of that term" would be outnumbered by the scornful announcements that profess to make no attempt whatsoever to sell a single widget. These altruistic protestations would cancel out, and the whole movement would fall of its own weight.

The Artfully Artless type of Copy-Consciousness, however, has the merit of avoiding mud slinging at advertising in general. It has the merit of presenting a highly

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# Are you selling this city?

There are over 118,000 families in Chicago and its suburbs who read but one daily paper—the Chicago Evening American. This fact, learned in the most extensive direct survey ever conducted in Chicago, discloses a city apart—a population subject to the influence of but one daily paper—a great buying group that can be reached every day only through the Chicago Evening American.

Are you selling this city, or passing it by? Are its people kept constantly aware of your product and its merits? You can only be sure that they are by putting your story where they are surest to see, and where you can reach the largest evening circulation in Chicago.

# AMERICAN

a good newspaper

One of the 28 Hearst Newspapers read by more than twenty million people—Member of International News Service, Universal Service and Audit Bureau of Circulations.



personalized sales talk, and there have been examples which have been favorably cited by authorities. Professor Hotchkiss includes a specimen in his work on "Advertising Copy." The caption is "Best —a Word I Hate to Use," and the copy is signed "The Ad Writer." Even here it may be questioned whether the reader cares to go into the intricacies of word selection which publicly harass the publicly conscientious "ad writer." However, when Professor Hotchkiss' book was published five years ago, the Artfully Artless had an appeal of novelty which its frequent current usage would deny it today.

Now it seems open to question whether readers at large are breathlessly interested in the private life of the copy writer-whether the copy writer will continue to be as romantic a fellow to the public as he is to himself-whether the world will not satisfy its curiosity toward advertisements that live in glass houses. It seems time to ask "Is copy talking too much about it-self?"

#### Postum Acquires North Atlantic Ovster Farms

The Postum Company, Inc., New York, has acquired the business of the North Atlantic Oyster Farms, Inc., South Norwalk, Com., and subsidiaries. This business, which is the cultivating and marketing of oysters, will now be operated in conjunction with the General Seafoods Corporation, recently purchased by Postum and affiliated interests.

W. H. Raye, president of the Oyster Farms organization, will continue in active charge.

active charge.

#### C. E. Hill with Camden, Ark., "News"

C. E. Hill, formerly with the Coffey-ville, Kan. Journal, has been appointed editor and business manager of the Camden, Ark., News. The News has been sold to the Palmer

Publications of Arkansas by Curtis B. Hurley, who has recently acquired the Morrilton, Ark., Democrat.

#### New Account for Paschall, Harris & Paschall

The Wagemaker Company, Grand Rapids, Mich., has appointed Paschall, Harris & Paschall, Inc., Chicago adver-tising agency, to direct its advertising account. Magazines will be used.

Join Copy Staff of Potts-Turnbull Agency

C. A. Nelia, formerly director of copy and service for William Elliott Graves, Inc., Chicago, has joined the copy staff of the Potts-Turnbull Company, Inc., advertising agency of that city. He was for several years with the advertising department of Armour & Company, Chi-

department of Armour & Company, Chicago, as copy chief.

Donald Jones, recently with the Chicago office of the Campbell-Ewald Company, and, previous to that, assistant advertising manager of the Johnson Motor Company, Waukegan, Ill., has also joined the copy staff of the Potts-Turnbull agency.

#### J. E. Verree Retires from Verree & Conklin

James E. Verree has resigned as president of Verree & Conklin, Inc., publishers' representative, and has sold his interest in that company to Thomas E. Conklin, who now has full ownership of the business. There will be no change in firm name.

Mr. Verree, who has been a member of the firm, formerly Bright & Verree, for thirty-five years, is retiring from

Purchases "The Shoe Retailer"

The Boot and Shoe Recorder, a unit of the United Business Publishers, Inc., New York, has purchased The Shoe Retailer, Boston. The two publications will be merged, beginning with an August 3 issue.

issue.
Everit B. Terhune, president of the Boot and Shoe Recorder, will head the merged publications, James H. Stone, president of The Shoe Retailer, retiring from the publishing field.
Executive, editorial and advertising offices will be at New York.

Bi-Plug Account to Hurja, Chase & Hooker

The Bi-Plug Corporation, Chicago, manufacturer of spark plugs, has placed its advertising account with Hurja, Chase & Hooker, Inc., advertising agency of that city. The product will be distributed through direct selling agents, and agents' and salesmen's publications will be used.

#### Goodyear Advertising to Be Directed from New York

The handling of the advertising account of the Goodyear Tire & Rubber Company, Akron, Ohio, has been transferred from the Chicago office of Erwin, Wasey & Company to the New York office. office.

Join Blaker Agency

J. Edward Long and E. G. Steele, both formerly with the Porter-Eastman-Byrne Company, Chicago advertising agency, have joined the Chicago office of the Blaker Advertising Agency, Inc.

# Then and Now

THERE was a time when printing was just printing. Except for the few who really knew something about types and letter-press, people were not choosy.

In recent years this has all been changed. Today the man in the street and the lady of the house are both keenly alive to the difference between the good and the not-so-good, in printing as in all else, and they react accordingly.

We would be glad to review some of your printed pieces and to make any suggestions for their betterment that may be in order.

### **Charles Francis Press**

**Printing Crafts Building** 

**461 Eighth Avenue** 

New York

Growing Oil Field
Adds Wealth to
Oklahoma City and
Speeds Industrial
Expansion

The DAILY OKLAHOMAN

WKY - OKLAHOM

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E. Katz Special Advertising Agency New York Delm hicas

roduction in the Oklahoma City oil field. iscovered December 4, 1928, has attained reportions that give it a listing all its own nd mark it as a pool of recognized impornce. It is a young field with much new deelopment in progress. Three wells are mpleted-two are in process of completion all are gushers with a combined flow of bont 20,000 barrels daily. One gasoline ell is completed and is making 1,700 barels daily. Thirty rigs are up and drilling, ith another ten going up at once. Includng these forty, some seventy locations are arked for immediate development. Gas sells in this field have a potential daily ow of 250,000,000 cubic feet. This new ield is helping make Oklahoma City (aleady production center of the Mid-Contient Area) an oil center in its own right. oil, and unlimited gas at 12¢, is giving an imprecedented impetus to all local business, while the influx of new industries is swelling apidly. Every one of these new businesses nd enterprises means increased payrollsreater purchasing power for Oklahoma City. It all thickens up population and lates a heavy demand upon the farms uilding a larger, more prosperous city.



# OKLAHOMA CITY TIMES UBLISHING CO.

ARMER - STOCKMAN

hicago Atlanta Kansas City San Francisco Dallas .

T

there are fellows still selling Brooklyn Bridge so why not the "you can cover Detroit with one paper" story ... the fact is you have to use both evening newspapers to cover Detroit ... and the Times has over 300,000 daily circulation

"THE TREND IS TO THE TIMES"

## Don't Laugh at the Iron Dog or the Lamp Chimney

The Markets for These and Many Other Outmoded Products Are Still Surprisingly Large

#### By Wm. A. McGarry

In modern America, somebody is always poking fun at the past. The habit has become so widespread that it attracts no attention except a laugh, unless personali-

ties are involved. One may stir up a lot of protest by asserting that Martha Washington smoked, but he may cast aspersion with impunity on the customs, skirts, occunations and bonnets of the human race up to and including ten years ago, and no one will say him nay. It is taken for granted that the new obliterates the

Nowhere is this more evident than in what is said and written about the national buying power. The statistici ans emphasize the growth and expansion of new industries related to the changing con-

ditions of life—radio, motor cars, cosmetics, rayon and the like. Since no mention is made of the older ones it is assumed that they have been displaced, and after a time this impression is confirmed by humorous comparisons. Thereby, undoubtedly, markets are permitted to die when they might be kept profitably alive.

The corset, for example, is likened to the whatnot and the iron dog as a thing of the past. The windmill is associated with the ox. Hairpins, in the minds of many commentators, find their sole use today as emergency repair parts for a discontinued model identified

by the newspapers as a popular make of motor car. Motorists wandering off the hard roads of the rural districts stop to stare at an occasional surrey. At times a

voice is raised to lament the passing of the good old days of skill and craftsmanship, and electricity has become so obvious that people are beginning to collect kerosene lamps for their value as antiques.

A salesman of lamp chimneys called my attention to the error in this tendency some time ago, and led me to the discovery that a new and improved product or process does not always kil! off the old one. In accordance with the traditions of earlier school of salesmanship he was a little clined toward exag-

geration. During a smoking room discussion of expanding industries he made the assertion that in spite of the increased use of electricity we still sell more lamp chimneys than electric bulbs.

That statement was too incredible to ignore. An inquiry at the United States Bureau of Foreign and Domestic Commerce disproved it, but it also revealed that the people of the United States are still burning vast quantities of midnight oil for purposes of illumination. It brought to light also the fact that many other items popularly supposed to have passed into the museums are still being sold with but slight dispression.

WE noticed a wooden Indian in front of the cigar counter located in one of New York's largest hotels —a hotel, by the way, which is just about completing a million-dollar renovating program. That may not mean that the market for wooden Indians is still worthy of notice, but we would not be surprised if a craftsman could earn an interesting income making these old-time signs of the cigar store.

In any event, such items as hair pins, corsets, lamp chimneys, windmills, etc.—all products which fashion or progress have outmoded—are still selling in huge quantities. Millions of people living on mud roads are still waiting for progress to catch up with them.

minution of the volume attained when they represented the last word in fashion. Relatively, these articles have disappeared, being overshadowed by new developments. They command a smaller and constantly decreasing share of the total national expenditure. But in many instances a decided dollar increase has been enjoyed regardless of modern con, etition.

The lamp climney is not in this category, but the candle is. Prophets of progress speak with amused contempt of the candle age, and identify a backward country by its reliance on this ancient form of illumination. The records show that in 1925—the last year for which accurate figures are available as yet—the great American consumer spent \$5,114,000 for candles—almost three times as much as \$1,731,000 devoted to this product in 1914. As a matter of fact he spent more, since the figures are for wholesale production.

Certain alterations have taken place since the beginning of the war, however, in the purchasing power of the dollar. The increase may be challenged on the ground that the 1914 expenditure might have bought more candles than that of 1925. Without going into the mathematics of index figures, a better picture is furnished by comparing 1925 with 1919, when purchasing power and wholesale prices were comparable with those of the present. In that year-1919-the total expenditure for candles was \$3,351,000, showing that the increase since then has been nearly 100 per cent.

The increase in the consumption of candles is attributable in part to modern ideas of interior decorating and to the vogue of the tea room, but that does not account for all of it. Experts on distribution say it indicates even more a rising standard of living in certain poverty stricken districts where any form of artificial light was a luxury until a few years ago. Candles, in the past, were used to light the way around the house, in such districts, only in case of emergency. Today books are being read and studied by candlelight where gas

and electricity are not as yet available, and where oil lamps for the moment are too expensive.

Comparable statistics on the kerosene lamp are not available because the industrial groupings have been changed. But we are still doing a business in this field that might have been regarded as preposterously high in Civil War days. The total sale of lamps and reflectors for everything but electric light in 1923—oil, gas and candles-was more than \$57,000,000. as compared with \$38,099,000 in 1919 and \$16,638,000 in 1914. The method of keeping the records was changed in 1925. In that year the total sale of lamp chimneys was 3,438,879 dozens-enough to supply every home in the country with two or more if every home had to use coal oil. Simultaneously we sold 1,079,683 lantern globes.

#### The Corset Business Isn't Dead

The homes in which these products are used escape attention ordinarily because 30,109,055 dozen electric bulbs were sold in 1925. and one market shuts out the visibility of the other. This has happened also in virtually all the industries making clothing for women. The shortening of skirts and the trend toward less clothing and more freedom of movement are thought of as universal, because women dressed in the mode attract more attention. But up to 1925 this development had done very little damage to the corset business. sales in that year at wholesale ran up to \$77,115,000. They were nearly double the total of 1914, and less than \$1,000,000 below the high record for all time, as the stock brokers say, of \$78,048,000, which was made in 1923. In 1919 the total sale was \$75,542,000, while in 1914 it was but \$40,551,000.

So with the hairpin industry. It has lost a lot of business since women began to go in for shortened locks, but in 1925 the manufacturers still managed to sell \$1,100,000 worth of their products, as compared to \$1,481,000 in 1919, the first year for which records are available. Corsets and hairpins, it is reasonable to assume, are now

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—you'd know them by the papers they read: the staid, conservative type, who haven't changed an idea or a habit in years; the snobbish type, with minds closed to everything which "doesn't belong"; the showy type, the sports, the gum-chewers, the spendthrifts.

World readers you'd know—if you know The World—to be real folks, your kind of folks—alert, eager, ever in the vanguard of modern growth and progress—solid, steady, responsive buying power, the folks to whom nine-tenths of your advertising is directed.

The World hasn't a corner on New York's preferred circulation, of course. But it has an exclusive group of 351,862 readers, big enough to make or break a product—a group no advertiser can very well get along without.

# The World

PULITZER BUILDING, NEW YORK



TRIBUNE TOWER, CHICAGO GENERAL MOTORS BLDG., DETROIT

ASK A MAN OF THE WORLD TO TELL YOU THE WORLD'S NEW HISTORY



being sold to women who couldn't afford to buy them a decade ago. In both instances there has also been a modernization to relate the product to the more recent ideas of dress.

Other industries offer equally surprising examples. It is often said that the introduction of mechanical equipment to the farm has put the picturesque and sometimes unscrupulous windmill salesman of history out of business. Yet in 1925 the sale of windmills and windmill towers ran up to \$7,984,-000, which has been exceeded only by the record year of 1919, when the sale was \$9,932,000. Gasoline and electric motors are probably pumping more water than the ancient windmill, but this labor saving device has also been modernized. Henry Ford has one on his model farm at Dearborn, Mich., which requires oiling only twice a year and no other attention. It not only pumps water, but runs an electric generator to illuminate part of the farm.

The machine is also eliminating the horse, but the animal still employs a small army of retainers and producers. In 1925 the sum of \$1,408,000 was spent for horse-shoes, as compared with \$1,786,000 in 1914. The loss here is con-siderable, since the sale in 1919 when the dollar began to get cheap was \$3,367,000, but enough of the industry is left to argue that the equine standard of living is being elevated, a contention supported by the fact that the whip business fell off from \$3,162,000 in 1914 to \$308,000 in 1925. Such animals as are still in service are being shod better and beaten less. Last year is said unofficially to have been one of the best in history for the sale of horse fly nets. Horse blankets, fly nets and related products called for an expenditure of \$3,897,000 in 1925 as compared with \$6,021,000 in 1919.

What all this proves depends a great deal on the point of view. From that of the consumer it is evidence that he can still buy in quantity almost anything he may want in the United States. The production of carriages and bug-

gies has fallen off terribly since the 550,401 of 1914, what with the quantity output of the motor car manufacturers, but it was 20,646 in 1925. Out of more than 3,000,000 miles of rural highways on the Federal system, only 500,000 miles have been paved or graded. The producer may be interested to know that millions of human beings living on the mud roads are still waiting for progress to catch up with them.

#### Advanced by Johnson Motor Company

C. L. Van Sickle, treasurer of the Johnson Motor Company, Waukegan. Ill., Johnson outboard motors and aquafiyers, has been promoted to the position of vice-president and secretary of that company. He has been with the organization since its beginning. Gates Harpel, who has been sales manager for many years, succeeds Mr. Van Sickle as treasurer. A. W. Dailey has been appointed sales manager to succeed Mr. Harpel, He previously held the position of assistant sales manager and has been associated with the company for seven years.

## F. P. Nelson with Nashville "Banner"

Franklin P. Nelson, formerly with the advertising department of the Chicago Tribuns and more recently with the Chicago Daily Journal, has joined the Nashville, Tenn., Banser, as assistant advertising director.

#### Tilt Top Appoints Pace Company

The Tilt Top Manufacturing Company, Chicago, bottle caps and cappers, has placed its advertising account with the Pace Company, advertising agency of that city. Newspapers and magazines will be used.

#### B. E. Clark Joins Loomis, Bevis and Hall

Bernal E. Clark, advertising manager of the Herman H. Johnson Company. Columbus, Ohio, has joined the Jacksonville, Fla., office of Loomis, Bevis and Hall, Inc., Miami, Fla., advertising agency, as an account executive.

#### Lingerie Account to Ferry-Hanly Agency

The Winget Kickernick Company, Minneapolis, manufacturer of Kickernick lingerie, has appointed the Chicago office of the Ferry-Hanly Advertising Company, Inc., to direct its advertising account. Newspapers will be used.

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HESE eight columns are the advertiser's entree to public confidence in Jacksonville -

and in Florida. Seven days a week they introduce the reader to new events and to new advertising suggestions.

Jacksonville is a southeastern marketing center which cannot be covered through any newspaper except The Florida Times-Union - and no other newspaper penetrates the state as well.

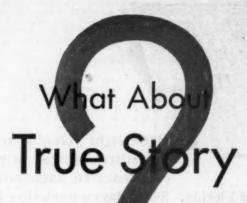
Broad claims! But ask for the facts which justify them.

#### The Florida Times-Union JACKSONVILLE, FLA.

Daily more than 50,000 Sunday more than 60.000

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York . . . 2 West 45th Street Philadelphia . 1524 Chestnut Street Chicago . . 203 N. Wabash Avenue Los Angeles . 117 West 9th Street San Francisco . . . 58 Sutter Street



for your files—Mail the form at lower right.



ESTABLISHED advertisers, such as Carnation and Borden have found in True Story the greatest results in their advertising histories.

Advertisers of the caliber of Lux, Kellogg, Florida Citrus Growers, Jello, Eastman Kodak, Tudor Plate, William Rogers & Son's Silver Plate, None Such Mince Meat, Fleischmann's Yeast, Ovaltine and Thompson's Malted Milk have made True Story an integral part of their advertising schedules.

More and more business men are asking, "What are the facts about True Story?" Every well informed advertising man should know the answer.

The book at the right contains but twelve pages. The copy is set in 16 point size, extra leaded. There are seven simple charts. You will be able to digest the entire contents in three minutes. The book has been appropriately named, "What True Story Means To Business Profits."

Merely sign and mail the form on the next page if you would be authoritatively informed on this magazine phenomenon, True Story.

929

WHAT TRUE STORY
MEANS TO
BUSINESS PROFITS

The property of the second second second second

TRUE STORY, 2716A Graybar Building, New York City, N. Y.

Please	send	me	your	brief	book,	"What	True	Story	Means	To	Business	Profits."	No
obligat	ion, c	f co	urse.										

Company

Address

City ...... State..... State......



## Every Home a Unit in Northwestern Agropolis

The only great buying group that has escaped the deadening pressure of standardization.

The might of a giant city—the personality of the farm. That's Northwestern Agropolis.

Here is a total of 1,610,414 people living in nearly 350,000 individual homes. All are directly interested in building supplies, furniture, hardware. No non-buying flat dwellers.

Your advertising in Northwestern Agropolis is all buyability and no liability.

Dealers in all towns outside of Minneapolis, St. Paul and Duluth are largely dependent upon Agropolis for their business.

Write for a complete population analysis.



Faco Stock Home

55 E. 10th St.

Standard Farm Papers, Inc., 307 No. Michigan Ave., Chicago, Ill.



Wallace C. Richardson, Inc., 250 Park Avenue, New York

Member Standard Farm Paper Unit

#### General Motors Involved in Important Trade-Mark Case

Court Affirms Temporary Injunction Which Prevents Another Company from Using Such Well-Known Marks as "Buick" and "Oakland" on Hub Caps Sold for Use on General Motors Cars

HE Metal Stamping Corpora-THE Metal Stamping other items, among other items, hub caps which are sold through regular outlets for use on cars of various makes. Among these hub caps are models made specifically for such cars as the Buick, the Oakland, Chevrolet and Pontiacall General Motors cars. hub caps, although made by the Metal Stamping Corporation, are turned out with the trade-marks of these well-known cars stamped on

General Motors objected to this practice. It asserted that no other company was privileged to make a hub cap which had stamped on it a General Motors trade-mark. Accordingly, General Motors obtained a temporary injunction from the district court which restrained the Metal Stamping Corporation from making or marketing hub caps containing General Motors trade-marks. Metal Stamping ap-pealed from the order awarding this injunction and the case was tried before the Circuit Court of Appeals for the Seventh Circuit.

According to the decision of this court, the lower court was correct in awarding General Motors a temporary injunction. In arriving at this ruling, the higher court made a number of highly interesting and important references to the general practice of using the trade-mark owned by a manufacturer of a complete product upon a part of that product when the part is made by

another.

"As is well understood," the "the hub cap is court declared, screwed onto and covers the hub of the wheel and has the function of protecting the bearings against dust and grit. . . . As the caps protrude more or less prominently, they are quite subject to injury from contact, and in their use quite occasionally become unscrewed and lost, making replacement necessary.

They are, in value, an insignificant part of the machine, those in question being listed to the user at from

20 to 85 cents apiece.'

The court then mentioned that General Motors manufactures not only the cars referred to but also various replacement parts used for these cars, including hub caps, "in which it continuously does a large business." However, the decision brings out the point that General Motors does not contest the privilege of the Metal Stamping Corporation to make and sell hub caps. What it objects to is the use of General Motors trade-marks on hub caps which it did not make. According to the court, General Motors "contends that the trade-mark indicates the origin of the product. and its employment by another is calculated to lead the ultimate buyer to believe that the caps so marked were the output of" the Metal Stamping Corporation.

"This contention," the court con-tinued, "seems to be logical and just, and has the sanction of excellent authority. A leading case is Moline Plow Co. v. Omaha Iron Store Co., 235 Fed. 519, (8 C. C. A.), where the plowshares for replacement in Moline company's plows were stamped with a monogram closely simulating the registered trade-mark which the Moline company placed upon its plowshares, whether sold on its plows or sold for replacement. Although it appeared that upon each of the alleged offending plowshares there was pasted a printed statement that they were made by a concern other than the Moline Company, the court denied the right to make and sell for replacement purposes plowshares with the closely simulated Moline trade-mark thereon,"

Another case was then cited in which the maker of an internal combustion engine trade-marked "Duro" sought relief against a

maker of spark plugs which were fitted for use in the Duro engine and which were marked with that same name. This relief was granted.

However, the court pointed out the Metal Stamping Corporation claimed that the present case is different from those cited in that in connection with hub caps the use of the trade-mark is made to serve not only the purpose of a trademark, but also to help give an mark, but also to help give an individualistic and pleasing appearance to the car itself. This appearance, the hub company, insisted, would be marred if an original hub cap were replaced by another which was materially differ-

ent from the rest.

In answer to this point the court declared: "While we hardly think that this fact alone would be sufficient to justify appropriation of (General Motors) trade-mark, we are of the belief that the suggestion is more argumentative than real. Certainly when the car is in motion it would scarcely be perceptible whether, between hub caps otherwise alike, one had and another had not, the name thereon; and since the different wheels of the car do not synchronize in their movement, it would only be by chance that the lettering on any two of the caps would be in the same position when the car is at rest."

Continuing, the court brought out the fact that many car owners might prefer replacement parts made by the same company that made Under these the cars they own. circumstances, the court declared, a buyer, seeing the name of his car on a replacement hub cap might assume that the cap was made by the maker of his car and thus be deceived. This was likely to hap-pen, said the court, "regardless of whether or not such was the intent of those who made and sold

the hub cap.

The Metal Stamping Corporation insisted that, to sustain the contention of General Motors would give it a monopoly on supplying those replacement parts on which placed its trade-marks and would enable the motor corporation to charge what ever prices it pleased. "If the To this the court replied: public insists upon having trade-

marked parts which are the output of the original maker of the car, then in such sense the maker of the car may have a monopoly. We see no reason why the maker may not stamp its mark on every nut and bolt which enters into the construction. This would not prevent others from making and supplying for replacement such nut or bolt or other parts just like those of the original." Of course, the court pointed out, those making these other parts could not use the trademark of the producer of the finished or complete product.

In conclusion the court ruled: "From the present state of the record we are satisfied that it sufficiently appears that the placing of appellee's (General Motors) trade-marks upon hub caps made and sold by appellant (Metal Stamping Corporation) is a representation to the ultimate purchaser of their origin with appellee, and is to that extent an invasion of its rights; and we must conclude that in awarding a temporary injunction the district court did not transgress its discretion.'

#### Appoint The House of Hubbell Agency

Agency

The United Oil Manufacturing Company, Erie, Pa., producer of Oil-Pax, has appointed The House of Hubbell, Inc., Cleveland advertising agency, to direct its advertising account. Newspapers, business papers and direct mail be used.

The Key Tag Company, maker of the Key Tag system for laundries, and the Continuous Torque Transmission Company, manufacturer of special automotive equipment, both of Cleveland, have also appointed the Hubbell agency to direct their advertising. Plans call for the use of business papers and direct mail for both accounts.

#### Russell Doubleday Appointed by "World's Work'

Russell Doubleday, secretary of Doubleday, Doran & Company, Inc., Garden City, N. Y., will become editor of World's Work, which is published by the Doubleday, Doran organization, beginning with the August issue.

#### Sioux City "Tribune" Appointment

Edward S. Townsend, local advertising manager of the Sioux City, Iowa, Tribune, is now advertising director.

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OUTTING salt on the tail of advertising results is unquestionably a "joy forever" among those who participate in the attempt.

IN Detroit The Union Trust Company discovered that "their general trust and investment advertising in the columns of The Free Press has created a satisfactory background which has been of great assistance to the men and women representatives in the business extension department in closing business."

THE bond department has often had the experi-

ence of meeting new customers who walk into the department to inquire about bonds, carrying a clipping from a Free Press advertisement in their hands "

DESULT-EVI-DENCE like this is not chronicled in the columns of the A. B. C. report. We should opine that there is something to advertisement purchase outside of the mere scanning of the arithmetic of circulation.

## The Detroit Free Press

National

CONKLIN, INC. Representatives

New York

Chicago

Detroit San Francisco

#### No Honest Advertiser Need Fear the Smoot Bill

This Writer Maintains That the Bogey of Censorship Is a Figment of the Imagination

#### By L. L. Reading

Sales Manager, Electrical Department, Franklin Pottery, Inc.

HUSH, hush, hush! Here comes the bogey man! He's fear-some enough to frighten children, but will responsible grown-ups tremble and run at his appearance?

Ah, so it seems!
"Censorship." How
it is put forward
in PRINTERS' INK
of June 27,\* to
frighten us regarding the Smoot bill.
Yea, truly, when
all else fails, try
"censorship." That
will frighten them.

That bogey of

IN "Printer
27, we so
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bill: "There
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Why, I could close my eyes and let my mind wander back to those days, now twentyfour years past, when the Pure Food and Drug Act was before Congress. The same talk was heard. The same scare was brought forward. Our very liberties were at stake. Should such an act be passed the Declaration of Independence might as well be scrapped. Of what use was

our Constitution if such things could be?

And the bill became a law. In fact, it is still very much in effect—and the only fellow to worry about it is the crook who, for a few paltry dollars, would poison our food and drink and sell us

something we do not want and do not know we are buying.

At the time this act was passed I happened to be engaged in the manufacture of beverages. I didn't worry about Food and Drug laws

because the com-

pany with which I

was associated did

not use saccharine

or other forbidden

ingredients. But I

was a member of

pointed by a cer-

tain association to

go to Washington

and confer with

Dr. Wiley as to

just what was per-

mitted and what

was forbidden by

the new law. The

good doctor's an-

swer was prompt,

concise and com-

label tell the truth:

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N "Printers' Ink" of June 1 27, we said, editorially, with regard to the Smoot bill: "There is little question that the present development of competition has led to abuses of advertising which demand remedy. We believe, perhaps optimistically, that the advertising business as a whole is capable of wiping out these abuses without Government interference, as it has wiped out other abuses in the past. . A Government censorship of advertising would be a calamity." The accompanying article

is published, therefore, not because we have changed our attitude one iota, but because "Printers' Ink" conducting, as it does, an open forum, believes it to be no more than fair and proper to give the other side its day in court.

To be sure, it seemed a little hard to the manufac-

turer who had spent a fortune advertising "maple syrup" to have to change his label to read: "Cane syrup with added maple flavor. The maker of a headache cure of "Health-giving fruit salts" very much ill-used when he was compelled to confess that each powder contained 31/2 grains of acetanalid. And the "Pure Fruit Juice" fellows did not enjoy admitting "Artificial flavor color. And there were others. So with advertising. Any firm,

""Senator Smoot's Proposal to Censor Advertising," June 27, page 25. "Censorious Senator Smoot," June 27,

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page 168. "Censorship Is Un-American," July 4, page 33.

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## At the End of the Fifth

DURING the first five months of 1929 the Daily New York American gained 91,617 lines or 49% — in financial advertising. This is the natural result of publishing a daily financial section that covers completely all activities of business and finance, and features such brilliant writers as B. C. Forbes. Merryle S. Rukeyser, Broadan Wall, James P. Maher and Leo Hillman.

# THE NEW YORK AMERICAN

National Advertising Representatives

PAUL BLOCK, INC.

TAOD DECCRI

New York Detroit

Chiengo

Philadelphia

Boston

San Francisco





Along Ardleigh Street at Rittenhouse Blvd. in a home center of East Germantown, Philadelphia.

# omes



## Philadelphia's guarantee of large sales volume

FFICIENT MARKETING demands that sales energy be expended where the proportionate return is greatest.

On a basis of sales facts and cost figures, Philadelphia earns, by right of merit, the attention of manufacturers, today.

No other market in America has so large a number of home owners. 415,045 individual homes in the city alone, -with 50% owned by their occupants. Merging in an unbroken sweep with 150,000 individual suburban homes.

Homes, with their lawns and their gardens, their garages and cars. With their steady earning power and their incessant search for the new - and the modern - in merchandise.

Homes, with their every activity pouring a flood of dollars into the channel of retail sales.

1020



A market with a unique newspaper situation: One newspaper gives thorough coverage... at a low advertising cost your message is carried into nearly every home.

565,045 homes; 548,573 net paid daily sales of The Bulletin. A circulation which means not only coverage, but influence as well, because it has been built entirely upon the confidence of the reader.

The Bulletin has no premium or contest circulation, for artificial methods have never been used; nor does The Bulletin use scare headlines or sensational news treatment.

Its circulation growth, through thirty-four years, has been upon the principle of the satisfied reader.

Today The Evening Bulletin has more than double the circulation of any Philadelphia evening newspaper; almost equals the combined circulation of all morning newspapers. The confidence of a great people has made it one of the leading newspapers of America.

Thus the manufacturer finds here a home market, whose permanence and stability insure him adequate sales return — and a home newspaper whose coverage and cost simplify his advertising program.



The Port of Philadelphia

A waser-front of fifty miles, dotted by 267 wharves and docks, forms the port of Philadelphia, the second largest port in the United States in volume of water-born commerce.

## The Ebening Bulletin

City Hall Square
PHILADELPHIA

New York Office: 247 Park Avenue Chicego Office: 323 N. Michigan Avenue Detroit Office: 321 Lafayette Boulevard San Francisco Office: 661 Market Strast

corporation or individual who does not misrepresent in its or his advertising has nothing to fear from the Smoot bill. Let your advertis-ing tell the truth-and there wouldn't be any such noise as of a pig under a gate. It is the ones who would have to change their

story who are squealing.

If it is perfectly proper to protect the sick or the ignorant from misrepresentation on the label of drugs and foods, why is it not proper to protect them from advertisements appearing in publications that make statements and claims that would not be permitted on the labels?

Just a few days ago I was led by an advertisement to buy a certain article of food. The claims made in the advertisement looked very interesting. But when the goods were secured the label, which must tell the truth, did not bear out the statements in the advertisement. And probably I am but one of thousands who were misled by that advertisement.

Oh, yes, it is easy to reply that such misrepresentation defeats its own purpose-that I will not buy that article again. True, but how many, not connected with advertising, would read both advertisement and label? They go ahead believing that the article contains the elements mentioned in the advertisement-and the publisher has lent the prestige of his publication to a lie and to the deception of his readers.

No honest advertiser need fear the Smoot bill. It is only the fellow putting forth extravagant claims which cannot be backed by the merchandise. And such advertisers are not entitled to any sympathy. Why should the honest man, who would no sooner deceive by his printed word than he would lie to a friend, be made the cat's paw to save the chestnuts of the fellow who cannot stand the full light of day on his statements?

There is nothing in the Smoot bill to worry about. That bogey of "Censorship" is but a figment of the imagination. It has lost its power to frighten any but children, for the people have learned that it is only a bogey.

Should the Smoot bill pass we would still go ahead-the Grand Old Palladium of our Liberties would remain unsullied-the Constitution would endure and the sky would not fall.

Nay, even though every advertiser were compelled to tell nothing but the truth about his product, I maintain that America would still be the greatest, the freest and the most prosperous country on the face of the earth.

#### Badger & Browning, New Boston Business

Badger & Browning Inc., is the name of a new advertising business which has been organized at Boston. Joseph L. Badger is president. Franklin Browning is treasurer.

is treasurer.

Mr. Badger was formerly vice-president of William B. Remington Inc., Springfield, Mass., advertising agency, of which Mr. Browning was formerly an account executive and a director.

The new business will be associated with the James T. Wetherald Advertising Agency, also of Boston, Mr. Badger and Mr. Browning serving as vice-presidents in the Wetherald agency.

#### Jam Handy Picture Service Appointments

A. O. Anderson, formerly regional service supervisor at Dallas, Tex., has been transferred to the San Francisco office of the Jam Handy Picture Service, York.

Other appointments of the Jam Handy organization are: R. F. Hartzell, formerly with the Dallas office, has been made chief inspector of mechanical merry with the Dallas office, has been made chief inspector of mechanical equipment at the Chicago studios, and S. J. Loch, formerly San Francisco regional service supervisor, will now cover the St. Louis region.

#### "Farm Life" Suspends

Farm Life Suspends.

Farm Life, Spencer, Ind., is to be discontinued, effective with the July issue. A statement issued by the board of directors in connection with the suspension said: "Cash requirements to bridge the gap between the present income and future periods were not available and there was no option but to stop the expense by auspension of the publication."

Whether there will be a reorganization of the business and a resumption of miles.

of the business and a resumption of pullication, according to the directors, or whether the plant will be sold, is for the creditors to decide.

#### F. T. Bonham with New York "Times"

Fred T. Bonham, formerly business manager of the Knoxville, Tenn., Journal, has joined the New York Times as personnel director. He succeeds Willis Bright, who has been made European business manager of the Times, with headquarters at London.

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Looking through hall doorway to living room

An Apartment
in the Modern Feeling
Constructed, Furnished and
Decorated by

GOOD HOUSEKEEPING
STUDIO OF
FURNISHINGS AND
DECORATIONS



Silver walled living room looking to hallwer

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#### IN THE CONTEMPORARY FEELING

In announcing the six-room apartment herein partly illustrated, Helen Koues, Director of the Good Housekeeping Studio of Furnishings and Decorations, says:

"There is a new spirit astir in all that pertains to building and to art. Good Housekeeping, as the leader to whom women look for a sound opinion, has felt the importance of considering this feeling. I purposely call this apartment contemporary rather than modernistic as I feel that the broad principles of the modernists should be used rather than slavishly followed. In designing the present rooms, we have tried to create something that would be livable, acceptable to the American public and still have beauty. This sense of beauty we have wished to apply in the modern spirit, not only to the actual building of the rooms themselves—the interior architecture—but to the selection of furniture, color schemes and accessories."

This apartment will be shown in the Studio's pages of Good Housekeeping, beginning with the July issue.



Manufacturers of products that add to the grace of American homes will find their must receptive audience among the women who each month use Good Housekeeping as their guide to beauty and taste in furnishings and decorations

#### GOOD HOUSEKEEPING

STUDIO OF FURNISHINGS AND DECORATIONS

HELEN KOUES, Director

57th Street and 6th Ave. New York City



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### Some Comments on Department Store Buying Systems

The Big City Department Stores Are Giving Increasing Attention to the Problem Created by the Hordes of Salesmen Who Call on Them

IN the June 20 issue of PRINTERS'
INK there appeared an article entitled: "Best & Company to See Salesmen by Appointment Only. The article announced that Best & Company, the well-known New York department store, had decided o discard the customary practice of having regular buying hours each week during which all salesmen would be seen. Instead, it will now see salesmen by appointment only. The article also related the experiences of several salesmen and others who called recently on New York department stores. net of these experiences was that buying practices in the big city department stores were in need of in overhauling.

Comments on this article have been received from a number of readers. From these, the following letters have been selected as those which discuss the subject from the widest variety of angles.

#### Finds Conditions Greatly Improved

By Philip E. Doblin Of the Pepperell Manufacturing Company

I handle the New York department stores for this company and for that reason I read with interest the article on department store

buying practices.

In commenting upon Best & Company's new policy it must be remembered that only a store of their type could institute such an arrangement. Being essentially a specialty store catering really to only the highest class clientele, Best & Company's merchandise requirements are bought from concentrated sources of supply, being the result of years of development. I think that in the case of Best & Company this will be a most satis-

factory arrangement because their buying offices are really never crowded anyway, and there is, to my way of thinking, no occasion for sample room buying hours as far as their requirements are concerned.

Stores such as Macy and Hearn, I believe, have developed what I consider to be excellent systems. If this type store were to institute systems such as Best & Company's, their buyers would be so busy answering the telephone making appointments with salesmen that they would find time to do no other work. You will always find where a store does a large volume of business that its sample rooms are crowded.

While it is true that you have counted over 100 salesmen waiting to see certain buyers in a large New York department store, I think that this is a condition which must necessarily exist. I think if you were to question these salesmen you would find a great many of them had never called upon the store before, or were offering new merchandise. In a great many instances they never consummate any The salesmen who really represent an organization that is an important source of supply for the department store must suffer be-cause of these one-call salesmen who never develop anything.

One must consider the buyer's rights as well as the salesman's. He dislikes having to dispose of these men as much as the salesmen who really have business to do dislike to wait and lose time. I have found, however, that the majority of buyers are most considerate insofar as it is possible to save the time of the salesman because they realize that it costs him money if he loses a whole hour in the morning. Most of the buyers whom I visit will gladly make arrangements with me to see me at any given time, and even come to our office

to make their committments. Many of them even go so far as to telephone me to see them when they have something to buy.

On the whole, everything con-sidered, the New York department stores have made every possible endeavor to save the time of the salesman.

When a new salesman starts out he naturally has to make the acquaintance of New York department store buyers the same as if he traveled in any other place in the country. After he knows them, if he uses good judgment it is not difficult to see them without wast-

ing any time.

Most of the stories which are related in your article are from salesmen who are either endeavoring to place a new product, or are representing unknown firms. requires a great deal of patience, and necessarily the spending of time, in order to develop anything with New York department stores when either of the aforementioned conditions exists.

I think the Hahn Department Store system will work out very satisfactorily. I have visited their offices and the arrangements which they have for salesmen are excellent. I do not know of any way it might be possible for them to get the work of buying done and at the same time have the salesmen remore courteously ceived promptly.

#### Some Old-Fashioned Buyers Still Left

While I have said that most of the buyers in New York are comparatively easy to see, and receive courteously, there are one or two who still cling to the old-fashioned idea that a salesman is nothing but Two classifications may be made of buyers-successful ones, those who see salesmen and treat them courteously, and unsuccessful ones, those who do not. One man in New York quite often waves his hand at a group of salesmen and "Nothing today." A buyer indulging in these tactics never assumes the position of friendship with his sources of supply because the contact is never made through DECEMBER THE CHARMACH CHARLES SHACKS SHEET

the salesman. If at any time they have any specially priced merchandise to offer, that buyer does not hear of it. Not being specific, these particular buyers need not be considered as a criterion because even though they have been long in the employ of their firms, in these days of modern merchandising it is not too hopeful to believe that they

will not last long.
In conclusion, I want to say that from my observations of conditions existing in the various buying offices of New York department stores, I would say that great forward steps have been made. Most stores have commodious rooms and seating arrangements and, with few exceptions, salesmen are seen and are courteously promptly handled.

#### Further Details About Best's New Policy

#### By Philip LeBoutillier President, and General Manager, Best & Co.

Your article on "Best & Co. to See Salesmen by Appointment Only" is an interesting statement of this important matter, and, though accurate in the main, creates in one particular a very erroneous impression.

To quote: "It will be interesting in view of these experiences, to observe how Best & Co.'s policy of eliminating sample rooms works out." and, \* \* \* "Whether this solution lies along the direction adopted by Best & Co. of eliminating sample rooms," etc. We are not eliminating sample rooms; on the contrary, we are attempting to make them more productive, more useful and less costly to sell and That the usual method is wasteful and very costly and very irritating, is undoubtedly beyond argument.

The Best & Co. memorandum which you printed on page 52 is somewhat ambiguous. What we had in mind was this: There is, undoubtedly, considerable waste in

# The Figure Hounds Sure Have *This* Town Pegged!...

THERE are demons who delve into digits and honestly get a big wallop out of it. I'm not one of them. Wish I were. But I've been sneaking up on their findings and-take it from me, Mister Durstine-these boys know a thing or two about human nature. A Better still, they know the mystic secrets of who does and who doesn't open his pocketbook. Cutting their deductions down to the bone, here's what these analysists have unearthed: That it is the youth of any city who count at the cash register! Now these smart statisticians didn't single out Los Angeles and label it the Capitol of Youthfulness, but that's precisely what they would have done if they knew what we know. A Los Angeles is the place old Ponce de Leon was looking for. He missed it. But 1,500,000 other discoverers didn't. And they live here now. A The Los Angeles Examiner, too, lives here and is deliberately youthful-minded. Got a live story to blanket before the livest market in America?

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2 is we unin distribution, both retail and whole-sale. Analytical study and an open mind in dealing with what is developed will help in reducing this waste. We do not think that commission salesmen should be dispensed with, not at all; nor do we think all commission salesmen are representative of the profession. We do think that there is entirely too much mechanical "clerk" solicitation of metropolitan department and specialty stores.

Let me point out that the Hahn Department Store sample room method described in your article is not comparative with that of any local department store or specialty shop. The local store buyer is also department manager as well, with definite, responsibilities to customers and selling force, etc., to which it is necessary to devote much time and attention.

It was a pleasure to meet a committee of nine representatives of the National Council of Traveling Salesmen's Association of America, headed by president Seymour N. Sears. After discussion, this committee very kindly agreed to assist in this constructive experiment.

#### Gimbel's Sees Room for Improvement

By Lionel J. Noah

Executive Vice-President,
Gimbel Brothers, (Philadelphia)

Mr. Ellis Gimbel has read the article on department store buying practices and has asked me to write you about it.

I had already read this article and there is no question but that it touches on one of the most difficult situations with which the metropolitan stores have to cope.

Many solutions have been tried, but there still does not seem to be the improvement there should be in the handling of salesmen. Of course, the human element enters so strongly into this matter and this of course is the most difficult thing to overcome.

If there is any way in which we can be of assistance in this matter we will be glad to.

#### Let's Save Time for Buyer and Salesman

By John Doe Sales Manager, Blank Furniture Company

[Printed anonymously by request. The writer is sales manager of a large furniture manufacturing company.]

I have had an acquaintance of many years with the buyers in the big city department stores. This acquaintance extends from coast to coast. And while, as a general proposition, I have found the department stores west of the Missisippi more courteous and more considerate of the traveling salesman or sales manager, I find them pretty much alike in many things.

The cost of selling today is greatly enhanced through unproductive hours in which the salesmen and sales managers are toasting their heels in antercoms or warming benches, waiting for buy-ers who do not appear. I have a lot of sympathy for a buyer in the store that everybody wants to sell and who is harassed by his own organization. The average big vidual, who is being constantly called upon by his own organization for results that in many cases are not feasible and possible. As a result, he passes his difficulties on to the man who is waiting to see him, in many cases with the result that many lines do not get a fair shake. And in many cases the buyer follows the line of least resistance by deciding not to go to the trouble of investigating new lines that are offered for his atten-

It has been my observation that the average man buying goods wants to be decent and courteous. He wants to be a good fellow with the boys on the road, but he is between two fires, and naturally he must lean toward the fellow who pays his salary. If the buyer's employers would set for the buyer definite hours and days on which he could and would see salesmen, and make definite appointments,

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It's Cool in San Francisco



One of the 28 Hearst Newspapers read by more than 20 Million People. Member International News Service and Universal Service. Member of Associated Press. Member of Audit Bureau of Circulations. A. R. BARTLETT J D. GALBRAITH T C. HOFFMEYER

285 Madison Ave.

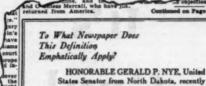
3-129 General Motors Bldg 612 Hearst Bldg. 625 Hearst Bldg.

NEW YORK CITY DETROIT

CHICAGO

SAN FRANCISCO

## "FIRST OF ALITH



HONORABLE GERALD P. NYE, United States Senator from North Dekota, recently read into the Congressional Record an address on "Newspapers and the Public," by William H. McMasters, in which he said:

"Here is my definition of a real newspower. An independently owned medium, giving unbineed news to its readers, konset in its editorial opinion, supported by clean advertising, and doing its bust to be fair to the public as a whole."

> From the first page, Editorial Section of The New York Times of Sunday, June 16th



The Newl

A Newspaper for thinking, intellig

1929

## LI he New York Times"

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WOOD, PUTNAM & WOOD CO.

Advertising

June 21, 1929

Editor, New York Times Times Square NEW YORK, N. Y.

Dear Sir:

As the author of the definition of a real newspaper, which you have displayed so nicely in the editorial section of last Sunday's Times, I take pleasure in answering the question at the head of the advertisement, "To what newspaper does this definition emphatically apply?"

It applies, of course, first of all to The New York Times. After giving first place to the Times it does not make much difference who gets the other places.

Yours most cordially,

WHM - MT. A

William A. M. Mosters

Jork Times

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advertised in St.Louis exclusively in THE ST.LOUIS STAR and the other large evening newspaper

LOCAL advertisers have proved to their satisfaction that the two large evening newspapers cover the St. Louis market most effectively and economically.

The St. Louis Star alone, during the first six months of 1929, carried 149,288 lines more local advertising than the daily morning newspaper.

A steadily increasing number of national advertisers are finding it profitable to follow the local advertisers' lead.

#### THE ST. LOUIS STAR

National Advertising Representative-GEORGE A. McDEVITT CO.

0.20

which he should keep on the dot, then a salesman's time would be saved and be made more productive and the buyer could organize his work in such a way that he would not suffer embarrassment from those in front of him or from those behind him.

I believe in the buyer meeting the salesman face to face so they can size each other up. I believe a buyer who is being called upon by a man with a line that is new to him should not be forced to an arrangement purely mechanical, in which some little thing might come up that might induce the buyer to turn down the salesman without a chance to say a word for his line. I have been a victim of this myself many times and on various occasions I have deliberately gone to the head of the house where I knew that my line was being treated unfairly and not given a proper show, simply because I knew the buyer himself was a victim of an organization that was not properly organized.

The average buyer can easily devote two hours in the morning and two hours in the afternoon to do his buying. In some cases he does not require even as much time as this, but he gets in a jam by let-ting so-called "friendly" salesmen salesmen overstep their limits and knock out his schedule by overstaying their welcome. This is unfair to the other salesmen and is a condition that should be corrected

I am a believer in the sample room because it insures privacy. see no objection to the sample room, provided calls are made by appointment. But I can see no fairness in any sales connection where a salesman does not get a chance to display and demonstrate his line. If he has his story organized and his ideas are clear, he can get his story over in a few minutes everybody's time will be saved. I believe in a system where a salesman representing a good house should be entitled to at least a telephone conversation with the buyer before he receives a turndown from some telephone operator who is frequently used as "buffer" by a buyer. If the

average salesman cannot give some convincing reason over the telephone in conversing with the buyer as to why he should be given a chance to show his wares, then he is not very likely to sell the buyer anyhow.

To sum it up, I believe in:

The sample room.
 Appointments for a definite time in the sample room.
 A worthy salesman of a worthy house to at least have an opportunity of a telephone conversation with the buyer before he is definitely refused.

4. A system that will prevent buyers from wasting a salesman's time without

from wasting a salesman's time without just cause.

5. A system that will not make the connection between buyer and seller so entirely mechanical as to prevent the seller from getting a proper chance to present his case.

6. More publicity on the part of business publications, so as to awaken the owners of big city department stores to a realization of this condition in which they suffer, as well as the man who sells them.

Let's throw a spotlight on this situation and help everybody to save both time and money.

#### Buyers Must See New Lines

#### By F. Frank Vorenberg

Vice-President, Gilchrist Company, (Boston)

The whole question of relationship between store buyers and manufacturers' representatives is one that we have not solved to our own satisfaction at the present

The only comment I care to make is that both the Hahn Department Stores and the Best & Co. plans described in your article have considerable merit, but that the Best & Co. plan has the obvious disadvantage of not encouraging buyers to see new lines of merchandise or to encourage manufacturers to produce and salesmen to sell new lines, and this at a time when merchandise that is new is already partly sold regardless of its other merits.

## Are We All Cluttered Up with Progress?

Stuart Chase Writes Interestingly of Men and Machines

#### By Ralph Crothers

STUART CHASE, author of books noted for their attacks upon advertising, has written a new book. This time it is called, "Men and Machines," published by the Macmillan Company. This time Mr. Chase drops the role of special pleader, forgets to be angry and gives us a book which, in its power, gusto and fine writing is a decidedly worthwhile contribution to a most important subject. Without setting out to prove anything, Mr. Chase asks whether modern machines with all the power and the conveniences they have brought us, are worth the price that has been paid for them in human suffering and in the lack of those other more quiet days which the machine has displaced. Before the eyes of the reader he balances the manifestly good effects of the machine with those manifestly bad, taking into consideration effects which hold both good and evil.

In the first chapter of his book Mr. Chase will surprise some of his former readers by his frank admission that he is a big consumer of advertised merchandise.

In addition to the things which he mentions he also has an advertised six-cylinder automobile, he buys a package of cigarettes by depositing a coin in a machine which replies to him "Thank you; it's toasted." He owns an advertised machine which gives off ultra violet rays and a Victrola.

But with all the machines with which he comes in contact, and with all the advertised products he uses, he does not feel like a slave.

In his next few chapters Mr. Chase tells us of some of the indictments of the machine which have been made by philosophers and some of the praises which have been showered upon it by other writers. He shows how before the advent of mechanical power hand-

craft met demand as it arose. Shoes, furniture, clothing, pottery, hardware were made for the individual. Then after James Watt and the steam engine came along, the machine proceeded to develop in accord with its own laws a mass of materials which needed broader "The problem now is to markets. supply commodities with consum-ers." Mr. Chase thus shows this writer that his previous attacks upon advertising were more consistent than had been at first supposed. For he was attacking advertising as part of our modern civilization. He personally liked an older, more quiet civilization. this particular book, however, Mr. Chase makes no plea for any type of civilization but proceeds methodically to examine what the machine has done to people. He does a great job in the first third of his book. In less than a hundred pages he sets up useful classifications of machines and tells in interesting and vivid style the whole story of machine development from the first crude machines in the valley of the Nile to the modern miracle in the valley of the Ruhr, and Mr. Televox the present-day mechanical man. He leads up to "continuous flow production," when the parts never get into the inventory bins at all but start to move the minute they are completed, on a conveyor belt, toward the central assembling point. This modern tendency, he compares with the old days when life was lived more quietly by candle light and the potter and the shoemaker made goods in their own homes to barter for other goods which their neighbors produced.

He has also, in Chapter VI, a most interesting census of how many machines there are in America from clocks and watches to billing machines and assembly belts. He points out that if in 1850 a balance

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## A Sunday Newspaper Town Is Los Angeles

Mr. Los Angeles Sunday Morning Golfer is the dyed-in-the-wool Sunday afternoon "sports news" reader.

Mr. Sunday Afternoon Motorist you'll find with the Los Angeles Times' Sunday morning Outdoor Section propped up on the breakfast table.

Sunday reading time includes morning, afternoon and evening, and consequently it suite everybody.

In Los Angeles, the Sunday paper is by far the most thoroughly read paper of the week, and, as in other cities, it is the one paper which many people read twice. They like to browse a second time in order to glean the nuggets overlooked.

As a result of intensive Sunday reading the Sunday edition of the Los Angeles Times carries more advertising than all three Los Angeles afternoon newspapers combined in their biggest day of the week.



Session Representation: Williams, Lawrence & Cresmer Ca., 360 M. Michigan Bird., Chicago. 285 Madison Ave., New York. Peetide Occal Representative: R. J. Bidwell Oc., 742 Market St., San Françisco. White Henry Stuart Bidg., Seutile. had been struck between the gains and loses of machinery no sane man would have been in doubt as to the results. For the machines had done mostly a bad job up to that time and had turned the yeoman master craftsman into a slave of the machine. But then in the last two-thirds of his book Mr. Chase starts to tell us the details of the profit and loss account from which he attempts to strike the balance. After a rehearsal of all the early evils of machinery he says:

"But it still has to be proven that it is a more evil thing to be at the mercy of a weekly pay check, than at the mercy of the tides, the storms, the seasons, the Black Death, the lord of the manor, the

pig sty and the gods.'

In striking this balance he proves conclusively that while some machines are bad for people, others give a sense of invigoration and help the ego of the timid man who might go through life without the thrill which his automobile or his radio now give him. He shows that there is nothing evil in the machine itself, but that the use to which it is put may be either good or evil. In doing this job the author covers all the ground in the development of the human species, and he traverses this great distance in quick staccato style with much good writing. He is very fair when he comes to estimate the number of men who are ruled by the machine and the number of men who are using machinery to increase their own efficiency and happiness. He shows that only 5,000,000, at most, out of the 105,-000,000 can be called workers owned by the machine. This is but 5 per cent of our total population. He points out that Greece in its greatest days had 5,000,000 freemen standing on the backs of twelve million slaves and shows us that a great civilization built on 70 per cent slave labor has been supplanted by a greater one, less than 5 per cent of which can be accused of being slaves to the machine.

On the other side of the ledger Mr. Chase puts down his serious doubt as to whether some kinds of labor saving machinery really save any labor at all. An automobile is in itself a labor saving device provided it is used as such. He tells what a man does with an automobile and then asks: "Is a man not planning, scheming and physically working harder with his drives, visits, tire changing, garage hunting and the new obligations, than he was before he got the automobile?" He compares the modern Middletown with a fourteenth century village on the Rhine.

The author paints an interesting picture in his chapter "The Flood of Goods," of what would happen if a modern suburban family took its share of the goods which are annually turned out and piled on its front lawn its quota of twenty-five tons of coal, 638 pounds of salt, tons of raw foodstuffs, and all the

rest.

Then when Mr. Chase comes to the end of the trail and puts down the good, the not so good and the bad effects of machinery he gives the reader an interesting and sometimes terrifying but eminently fair picture of what has happened to us since the days before machinery. He worries that the machines may make unemployment worse. thinks that there is too much labor in distribution, and too much congestion in cities, but he shows also that life spans have become longer and that higher living standards have been secured for the masses by use of the machine, that class distinctions are gradually disintegrating and that hours of labor are decreasing.

A special tribute is due to one chapter "The Two Hour War" in which the author has written with words of great power paragraphs which make the reader think volumes. It is a chapter which aroused wide and violent discussion when published separately and will arouse more as the book gets the wide cir-

culation it deserves.

It is an exceptionally interesting book. It is one which many people will want to keep for reference and continual reading. It is only fair also to pay a tribute to the illustrations by W. D. Murch which admirably fit the author's quick tempo and very readable style.

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#### "GROWING WITH SAGINAW"

During the past ten years Saginaw, Michigan, has grown from a city of 63,000 to one of more than 85,000 inhabitants.

During this same period the circulation of The Saginaw Daily News has increased over 8,000. In the past year there has been a circulation increase of more than 2.500.

## **TODAY MORE THAN**

30,000

COPIES OF THE SAGINAW DAILY NEWS WILL BE DELIVERED TO THE HOMES IN SAGINAW AND SAGINAW TRADING AREA

The readers of The Daily News have more than one hundred million dollars to spend each year.

What they spend for your merchandise depends on how well and how thoroughly you use The Daily News.

## THE SAGINAW DAILY NEWS

SAGINAW, MICHIGAN DAILY AND SUNDAY

One of the Eight Booth Newspapers

BOOTH NEWSPAPERS, Inc.

I. A. KLEIN, Eastern Representative 50 East 42nd St., New York J. E. LUTZ, Western Representative 180 North Michigan Ave., Chicago

#### WHY THE PICTURES?

PICTURES of members of our staff appear in this series of advertisements to show who make up the personnel of this agency. Writers...artists...executives... experts in special lines of effort. Upon the skill, steadiness, and ingenuity of these people depends the success of the agency in the production of advertising.



JOHN JOHNS
Assistant Account Representative
New York



DONALD T. CARLISLE
Account Representative

, 1920



CHARLES WADSWORTH Manager, Marketing Department New York



THAYER CUMINGS
Writer
New York



MISS ELSIE SMITH
Assistant Account
Representative
New York



WILLIAM HALPIN
Art Department
New York



WILLIAM I. ORCHARD

Production Department

New York

Batten, Barton, Durstine & Osborn

ADVERTISING

383 Madison Avenue, New York

### Why Armand's New Line Is Marketed Separately

The Florian Products Are Completely Divorced from the Armand Line, Even to the Extent of Having Headquarters in Different Cities

Based on an Interview by Charles G. Muller with

#### Carl Weeks

President, The Armand Company and Florian, Inc.

WHEN the established manufacturer, who has built up a wide reputation for his product, decides to add to that established line, there are many questions he must answer. Shall he just tack the addition on to the regular line and let it grow on the strength of the good-will already created for the company name, or shall he give it an identity completely its own and let it build up its own pres-tige? Shall he package it in a familiar dress, or shall he give it a distinctive packaging of its own? Shall the salesmen who sell the main product also distribute the new item, or does the new call for a type of distribution entirely unlike the old?

These are only a few of the many important problems asking for solution almost from the moment the new product is conceived. The answers given them as a result of the introduction of Florian toilet preparations for men to the consumer on May 4-following a long business-paper campaign-are of especial value not only because they show how a radically new line has been added to an old, but also because the answers to these questions were made by Carl Weeks, president, whose experience in merchandising Armand toilet preparations for women has given him personal contacts with dealers that rank him as outstanding in his field.

According to Mr. Weeks, the steps leading up to Florian's presentation to the market are these:

"In 1907 I originated and incorporated Florian, under which name I first made a face powder. This company has had a continuous legal existence, although I sold it in 1909 and bought it back in 1922. Until 1926 I continuously experimented

on a Florian line of toilet products for men, and until 1928 I sold some Florian shaving cream which, because it was not effective from a sales viewpoint, I withdrew from the market. mar

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"I withdrew it also because a rather complete experience with Armand toilet preparations for women had shown me that the manufacturer should not put merchandise on the market unless it will pass tests of originality, novelty and usefulness to qualify it with the consumer at the same time that it offers opportunity for profit—backed by definite and effective advertising—which will qualify it with the retail distributor. My comparatively brief experience with Florian showed it did not pass

"In addition, Armand salesmen evinced a tendency to neglect the main circus for the side-shows, and I did not feel this was a sales condition that should be continued.

"As a result of these several factors, I was just on the point of dropping all connections with toilet goods for men when an advertising man brought up the subject by asking why someone did not get out an original shaving cream and container. This question came rather opportunely and proved to be the start of the present new Florian plan.

"I leaned toward the belief that the time was ripe for toilet goods for men. Old masculine antagonisms to creams and lotions having been broken down, men were beginning to realize that, if their faces are smooth and clean, their hair neat, their clothes pressed, and their shoes shined, they gain a sense of well being that is worth money. As I saw it, the market for toilet goods for men was about where the

68

market for cosmetics for women was fifteen years ago. This belief in the possibilities of a well designed line came not only from the not too successful early Florian experience but also from a general experience with Armand products. So with the new enthusiasm engendered by the advertising man's question, we brought into existence Brisk—a shaving cream packaged for men."

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Before going too far with merchandising plans, Brisk was given tests among groups of men in three cities. Some of these men were acquaintances of Armand. Others were complete strangers. In addition, thorough tests were made in barber shops, with results that convinced Mr. Weeks that the product was right and could be pushed. The next consideration then was one of packaging. This hinged on still another factor, but can be touched on before bringing out the first one.

"Believing the manufacturer has no right to trade on ideas of others in the field," says Mr. Weeks, "we developed a distinctive package for Brisk, which we immediately sought to patent as a new creation. It was a tin container with hinged top to permit easy use of the shaving cream and to prevent accidental opening in travel bags. Its shape also obviated mistaking the cream for a woman's face cream or a tooth paste. Colors were deep red and black.

"In developing this package and in studying synonyms for Brisk, we found dash, stip, vim, trim, and smooth. Each of these offered ideas and suggested to us products, on which I had been experimenting, that have been developed into a group of original items that form a complete line of products for men. Zest for face lotion, Vim for face cream and Trim for hair, Smooth for face powder, and Stip for a 'modern styptic' all came to mind-as a complete Florian mascu-line. However, we decided to make haste slowly, and market these items one at a time. could always add new items one at a time over a year or so, we felt.

"At this point we faced an important decision. Should we carry

this line to the consumer as we had Armand, or should we market it otherwise? Because of long previous experience in merchandising. unsuccessfully, men's items along with toilet goods for women. I decided that Florian should be entirely separated from Armand. Accordingly, we set up a Florian organization in Detroit, office and sales forces for the new products being completely divorced from the Armand organization. Our idea in this set-up was to give the new line as distinctive an identity as possible. Having headquarters for each company in different cities went a long way toward creating this individuality.

"In keeping with this decision, a separate Florian sales force was built up, and five Florian salesmen, who have absolutely nothing to do with Armand, were sent out to cover the distributors of the United States. Meanwhile, Armand salesmen had absolutely nothing to do with Florian when they called on their accounts."

Consumer advertising was scheduled for Brisk for an early May issue of one general weekly, but business-paper advertising was begun even before Florian salesmen went out on the road. How this was done and what results it brought are worth a good deal of attention from every manufacturer, for they give a clear insight into why Carl Weeks and Armand have been so successful in winning dealer co-operation that is considered phenomenal.

"Believing that, if advertising money is to be spent on the consumer, it is unwise to handicap the effectiveness of such advertising money by slighting the dealer, Florian spent five months to fertilize the trade field," says Mr. Weeks. "Our idea is that the surest way to win consumer dollars is to get retailers to push the merchandise wholeheartedly with widespread counter and window displays at the time the goods are being advertised to the consumer."

On this principle, which has proved itself sound with Armand products over long years, news of the coming Florian line was given

Jul

to the trade far in advance of news to the consumer. This trade advertising began in January publications and the most graphic proof of its effectiveness and of the soundness of the basic plan is that when, in March, Florian salesmen called on their trade for the introductory campaign, they took orders for 4,660 dozens of Brisk in the first eight selling days - all

without carrying a single piece of merchandise to show what it was they were selling.

The following will illustrate how Florian's way was prepared through businesspaper copy which told of the new line long before it was ready for the market:

#### CARL WEEKS INTRODUCES FLORIAN—

The mascu-line of toilet needs Brisk-Dash-Vim-Keen-Stip -Trim.

These are the names of new toilet products of masculine gentoner products of masculine gen-der . . as distinctly male as military brushes—suspenders— cigars. Every one of these Florian products is a he-man's proposition . . up to the min-ute for comfort and convenience . . . all designed to increase men's face value.

For several months we have been working on what we be-lieve to be the most attractive sales policy ever presented to the wholesale and retail drug trade.

Space permits only this an-nouncement at this time. I shall have more to say in this space later on. It will pay you, I believe, to read these profit-prophecies from Florian.

Later this announcement told:

#### EVERYWHERE

EVERYWHERE

In my own mind I am certain that Florian (the masca-line of toilet needs for men) is to be a ten-strike.

I know the products.

I know the packages but, in my experience so much impressed with the introduction of any item of merchandise as I have been with the first showing of the little sample box, of Brisk ... the new and different shawing cream.

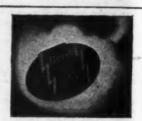
This gets instant attention and if the dealer is enthusiastic about it ... it's a safe bet that the consumer will be even more so.

The world moves fast. If Walter Chrysler can take a sound idea and with good intentions and excellent workmanship go from nothing to third place

in automobiles . in the brief in automobiles . . . in the brid space of five years . . . can you think of any good reason why Florian should have other than instant acceptance on the part of men?

A manufacturer's pride in his product is justifiable only when it has a proven worth. Florian is way ahead of "up-to-date," and is proven, anifactory merchandise. There is a splendid profit to the dealer and we will give him every opportunity we legally can to keep that profit.

(Signed) Carl Weeks, president



#### The finest compliment

ever bestowed in the drug industry"

Plorien Inc., 1316 Book Building, Dotroit, Michigas

Long Before Brisk Was Ready for Consumers, News of Its Coming Was Given to the Trade

> Similar copy ran, and will continue to run, every month in four publications addressed to dealers who know the Carl Weeks name as that of a personal friend.

Two months before the opening of the consumer advertising campaign, and two months after the trade campaign had been under way, Florian salesmen went out on their introductory tour of the United States. Through their own efforts and those of 2,000 jobbers' salesmen, they started to capitalize the preliminary advertising for Florian as well as the confidence 120

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# The Largest City in the Oldest State • west of the Alleghanies

Here is the ideal set-up for the National Advertiser—a city of 350,000 population; outstanding prosperity; a rich, accessible surrounding territory of over 1,000,000 people, completely covered economically at one advertising cost. The Courier-Journal and The Louisville Times have kept pace with Louisville's recent phenomenal growth. Vigilantly watchful of the public's welfare for more than a century, it has remained for the past decade to demonstrate the true significance of the deep-rooted prestige enjoyed by these outstanding newspapers. Make your advertising message a counterpart of this editorial prestige.

#### THE COURIER-JOURNAL

OVER 197,000 DAILY

OYER 158,000 SUNDAY

#### THE LOUISVILLE TIMES

Members A.B.C

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

Members the 100,000 Group of American Cities

and good-will which jobbers and retailers maintain for Carl Weeks as an individual. To dealers was given the following card to be mailed from the druggist's own store to the Detroit office:

I am for Carl Weeks—just like FLORIAN IS FOR MEN.

I want to be one of the first 500 to put this new money maker across.

Briskly.
As soon as it is ready, I want a dozen Brisk to put on my counter. Wholesaler

P. S. Tell Carl to send me a box of Brisk so I can talk it from the chin out.

So successfully had the preliminary advertising cultivated the trade that in the sixty days between start of actual Brisk merchandising and beginning of consumer advertising. Florian distributors already had sold one-third of their original purchase of 25.000 dozen. Florian distributors were so enthusiastic about the inherent marketability of the item that they promised to sell 36 per cent more than Florian, Inc., had expected.

Part of this successful introduction may be attributed to the fact that the new products will be marketed on lines essentially compar-able to those on which Armand products have been distributed for years. "That is," says Mr. Weeks, "we are going to give the retailer a chance to enjoy a good profit and we are going to suggest a fair resale price, just as we said in our

preliminary advertising to the trade. "Formally expressed, the Armand merchandising policy is this: (1)
The Armand business is founded and built upon two fundamental principles, to wit: First, highest attainable quality of product, and second, absolute and unquestioned fairness and justice in all relations. fairness and justice in all relations with customers, both trade and consumer. (2) In the interest of fairness and justice to all concerned The Armand Company suggests fair resale prices for its products and declines to sell to dealers who do not charge them. Likewise, the company declines to sell to dealers who pursue any other unfair trade practice in merchandising Armand products. Sales once made are, however, absolute and uncondi-tional. tional.

"To this we add that the company is pleased to include free goods as an evidence of its appreciation of the buyer's continued and active interest in the merchandising of our products. They are a generous dividend upon a valued investment of good-will in the business.

"Orders are accepted in consideration of the promise made, that should the purchaser at any time desire to sell any or all of his stock of Armand products other than at retail and within his own stores, or through a transfer of his entire business, he will first offer to sell them to our company at the original cost to him.

"The only difference with Florian, Inc., will be that, due to the Florian containers having so much greater first cost than Armand packages, free goods will be one-sixth dozen instead of one-fourth."

Along with this general merchandising, a liberal sampling campaign of several parts has been outlined. (1) In each dozen Brisk for the dealer's counter are 25 samples. (2) Colleges, Rotary Clubs and other such organizations are sampled through both wholesalers and retailers, with fire and police departments, banks and other large industrial plants also included in the campaign. (3) Topping this, retail druggists send lists of their 25 outstanding customers who are sampled by mail from Florian's central office. All of which work is estimated to run into more than 5,000,000 samples, and is likely to carry on during the first three years of the new line's life,

Having prepared the trade and gained distribution for Brisk, Florian on May 4, in consumer advertising began to capitalize the missionary work of five months. This advertising seeks not only to introduce Brisk to men as distinctly masculine, but it also will test out various suggested appeals for their individual pulling power. five different tests being planned for initial consumer copy.

First copy will determine whether the appeal to smart appearance is best. The second will study the "mint julep shave" approach. The 20

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#### They have IT in Muscatine!

HERE are 3,912 families in Muscatine, Iowa, and 2.015 of them have IT—they regularly read The American Weekly-almost 2 out of every 3 families; and Muscatine is 210 miles from Chicago, the nearest Hearst newspaper center. . They also have . . IT in Aberdeen, S. D., 620 miles from Milwaukee, 3,497 families, 1,230 of whom read The American Weekly, nearly 33%.

And so it goes right across the United States. While The American Weekly is a tremendous sales influence in 17 principal American cities,\* it also concentrates and dominates in 485 of America's 784 towns and cities of 10,000 population and over:

In each of 153 cities it reaches one out of every two families.

In 119 more cities it reaches from 40 to 50%. In an additional 108 cities it reaches 30 to 40%. In another 105 cities it reaches from 20 to 30%.

> -but that isn't all. Nearly 2,000,000 additional families in thousands of other communities regularly buy The American Weekly-making the unprecedented national total of 5,646,898 families who read The American Weekly.

Albany Atlanta Baltimore

Milwaukee New York New Y Omaha

San Francisco Seattle Syracuse Washington

Main Office: 9 East 40th Street, New York City

Wrigley Bldg. Chicago

5 Winthrop Square Boston

753 Bonnie Bras Los Angeles

223 Monadnock Bidg. San Francisco

1138 Hanna Bldg. Cleveland

101 Marietta Street Atlanta

12-231 General Motors Bidg., Detroit

© 1930 by American Weekly, Inc.

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### NEWSPAPER

# SOUP SOCKS

Grocers

Haberdashers

Druggists

The Boone Man has had a world of experience in dealing with the job of selling goods to all manner of outlets. His helpful calls in the course of an average day cover an experience which is at your disposal. Use it, knowing that the Boone Man recognizes that he only sells his papers by helping you sell your goods.

The Boone Man represents sixteen fast-growing newspapers in ten major

BAJEDOON

markets. He will be glad to present the basic facts that mean dollars to you in time saved and business gained.



#### RODNEY E. BOONE

General Manager, National Advertising

CHICAGO Hearst Bldg. 9 East 40th Street NEW YORK CITY

DETROIT General Motors Bldg.

BOSTON athrop Square

PHILADELPHIA Fidelity Philadelphia Trust Bldg.

Evening

ROCHESTER, N. Y. Temple Bldg.

New York Journal Boston American Albany Times-Union Rochester Journal Syracuse Journal

Rochester American

Sunday

Chicago American Detroit Times Baltimore News Wisconsin News Washington Times

Boston Advertiser Sunday Detroit Times
Albany Times-Union Baltimore American Syracuse American

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third will be around the angle of tender skins. The fourth will sound out Brisk's ability to soothe men's skin as a sales point. And the fifth appeal to undergo this consumer test will be that of quick, abundant lather. Each of these will be tried out in separate advertisements carrying coupons addressed to Florian in Detroit.

#### Death of Edwin A. Ames

EDWIN A. AMES, president of the Ostermoor Mattress Company, New York, and the Dime Savings Bank of Brooklyn, died last week at Brooklyn. He was in his sixty-third year. He had been associated with the Ostermoor company, which he joined as a salesman, during all his business career. Active head of the business since 1891; in 1917 he purchased the entire business from the estate of Henry A. Ostermoor.

In the early years of his association with the company, its principal business was the manufacture of church cushions. Mattresses, now the company's major product, were made as a side line. This change of business and the development of the company as a national advertiser, was largely brought about through the enterprise of William H. Johns, president of Batten, Barton, Durstine & Osborn, Inc.

In an article in PRINTERS' INK of October 18, 1926, Mr. Johns tells how, as a cub solicitor for Gcorge Batten, he succeeded in getting an order for an inch advertisement for Ostermoor church cushions. He felt, however, on studying the situation, that there were excellent prospects for the mattress end of the business and endeavored to interest Mr. Ames in selling mattresses by direct mail.

selling mattresses by direct mail.
"When I took the idea to the
head of the business, Mr. Ames,"
said Mr. Johns, "I was laughed out
of the court." Eventually Mr.
Ames was persuaded to take a onetime half-page advertisement but
he continued to be sceptical of
spending money for advertising

mattresses. When twelve checks accompanying orders were received, Mr. Ames acknowledged the worth of the advertising investment. The copy did not stop with the twelve orders but brought in enough business to pay for the cost of the space several times over. That was the start of the Ostermoor mattress business, "a business," to quote Mr. Johns, "which later achieved a national store distribution and has spent millions of dollars for advertising."

#### Join Wilson & Bristol Agency

S. Edgar Cole, recently with Pit and Quarry, Chicago, and formerly with the Johns-Manville Corporation, New York, has been appointed a vice-president of Wilson & Bristol, Inc., New York advertising agency.

vertising agency.

Mrs. Constance Groves Roberts, formerly with the Ferry-Hanly Advertising Company, Inc., New York, and, more recently, an associate of Marjoric Signer, advertising, of that city, has also joined Wilson & Bristol. She will be in charge of the women's department.

#### E. D. Gibbs, President, Bankexposition, Ltd.

E. D. Gibbs has been elected president of Bankexposition, Ltd., New York, to succeed J. Maxwell Gordon, Mr. Gibbs was also made a director of the corporation.

He joined Bankexposition recently as vice-president in charge of sales. He formerly had been advertising and sales promotion manager of the National Cash Register Company, Dayton, Ohio.

#### New Account for Behel & Harvey Agency

The Mufti Company, Cincinnati, manufacturer of Mufti dry cleaner, has placed its advertising account with Bebel & Harvey. Inc., Chicago advertising agency. Magazines will be used in a campaign to start immediately.

#### G. H. Wark Leaves National Cash Register Company

G. H. Wark, for the last thirty-nine years with the National Cash Register Company, Dayton, Ohio, twenty-six years of which he was European manager, has resigned from that organization.

#### E. H. Anderson with L. W. Holley & Sons

E. H. Anderson, formerly with the promotional display advertising staff of the Des Moines Register and Tribune-Capital, has joined the L. W. Holley & Sons Company, of that city, as advertising manager.

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#### National Advertisers Set Date for Annual Meeting

The Association of National Advertisers will hold its annual meeting Octoher 14, 15 and 16 at the New Ocean House, Swampscott, Mass. Stuart Peabody, Borden. Sales Company, New York, has been appointed chairman of the program committee and W. A. Grove, Edison Electric Appliance Company, Inc. Chicago will be associate chairman.

chairman.

Mr. Peabody and Mr. Grove will be assisted by the following: H. Freeman Barnes, Edison Lamp Works of the General Electric Company; Allan Brown, Bakelite Corporation; William A. Hart, E. I. du Pont de Nemours & Company, Inc.; J. Seward Johnson, Johnson & Johnson; E. B. Loveland, Stanco, Incorporated; Arthur H. Ogle, Bauer & Black; Walter Scott Rowe, The Estate Stove Company; Gilbert Durston, Mohawk Carpet Mills; W. K. Burlen, New England Confectionery Company; Allyn B. McIntire, Pepperell Manufacturing Company; Grafton B. Perkins, Lever Brothers Company, and R. T. Whitney, Hood Rubber Products Company, Inc. pany, Inc.

#### "The Modern Priscilla" Appoints G. H. Hands

George H. Hands, for the last thirteen years with The Modern Priscills, Boston, most of the time in charge of New England territory, has been appointed advertising director of that publication. As advertising director, he succeeds Earle R. MacAusland, who, as previously reported, has joined Children, The Parents' Magazine, New York, in a similar capacity.

Arthur W. Stockdale is now in charge of the New York office of The Modern Priscilla.

#### To Represent South African Publications

The South African Grocer and General Dealer, Johannesburg, the South African Review, Cape Town, and the South African Parmer, Pretoria, have appointed the John D. Hamilton Company, Inc., publishers' representative, New York, as their advertising representative. sentative.

#### Macfadden Buys New Haven "Times-Union"

The Macfadden Publications, New York, have bought the New Haven, Conn., Times-Union. T. O. Barton, who has been with the Macfadden organization, will be business manager.

#### To Direct du Pont Foreign Advertising

The E. I. du Pont de Nemours & Company, Inc., Wilmington, Del., has appointed the Millaco Agency, Inc., New York advertising agency, to direct its foreign advertising.

#### Glycerine Producers Plan Larger Campaign

A co-operative advertising campaign and merchandising program is being planned by the Glycerine Producers Association, New York. Newspapers will be used in 300 key cities. Magazine advertising in color pages, business papers and direct mail will also be used. The Glycerine Producers Association has a standard radiator glycerine antifreeze product, manufactured by its member companies under their individual names. These companies are cooperating in the use of uniform sales literature, sales helps and research assistance through the association office.

#### R. Palmer, President

Cluett, Peabody C. R. Palmer, vice-president and di-rector of sales of Cluett, Peabody & Company, Inc., Troy, N. Y., has been elected president of that organization. He succeeds Edgar H. Betts who re-

signed recently.

Mr. Palmer has been with the Cluett,
Peabody company for the last twentyone years, starting as a salesman.

#### Helena Rubinstein Account to Fertig Agency

Helena Rubinstein, Inc., New York, beauty preparations, has appointed The Lawrence Fertig Company, Inc., advertising agency of that city, to direct its advertising account. Newspapers, magazines and rotogravure will be used.

#### C. C. Fancher with Industrial Publications, Inc.

C. C. Fancher formerly with the Keystone division of the McGraw-Hill Catalog and Directory Company, has joined Industrial Publications, Inc., Chicago. He will represent "Ceramic Products Cyclopedia."

#### R. S. Holbrook with St. Louis "Globe-Democrat"

Russell S. Holbrook, formerly with the Ralston-Purina Company, St. Louis, is now with the business research de-partment of the St. Louis Globe-Demo-

#### Certo and Hellmann Accounts to Benton & Bowles

The Postum Company, Inc., New York, has placed the advertising ac-counts of Certo and Hellmann Mayon-naise with Benton & Bowles, Inc., New York advertising agency.

#### Death of F. S. Guild

Frank S. Guild, former art director of the Ladies' Home Journal and for many years with the art department of the Curtis Publishing Company, Philadelphia, died recently at the age of sixty-four.

# It made month that I offered to resign

N a certain Mississippi Valley department store there is a buyer of ready-to-wear. Like all buyers she reads Women's Wear Daily constantly and completely. The store had always paid for her subscription until one year when a wave of retrenchment struck them. Among other cuts, the manager discontinued her Women's Wear Daily.

"It made me so mad," she says, "that I sent in a two weeks' notice of resignation, and told him that any store that would try to get along without Women's Wear Daily would have to get along without me."

Of course Women's Wear Daily is still coming to her. It is the only publication paid for by that firm. She and all her sales clerks read it regularly and thoroughly.

For, as everyone knows who is familiar with the textile and apparel trade, there has grown up a great class of buying executives who depend absolutely on Women's Wear Daily and its allied publications for complete, authentic and up-to-the-minute news of their immensely complex business. In this field, the Fairchild Publications are literally as important as the ticker to the stock-broker.

The extraordinary influence of these publications is built on two things—a news and editorial service reaching into every corner of every market both here and abroad, and an editorial policy which without fear or favor prints the news, the whole news and nothing but the news of their great industry.

The Fairchild Publications are not edited for advertisers. They are edited for readers. And because they are written first, last and always for readers they are read.

### The FAIRCHILD

CHICAGO

BOSTON

PHILADELPHI LOU

DALLAS

ROCHESTER

TRO ENNA

A Weekly Newspaper of Modern Distribution Methods Established, Jan. 5, 1929

FAIRCHIED'S INTERNATIONAL (PARIS)

An International Textile and Style
Monthly 8,000 distribution

STYLE SOURCES
Formerly Women's Wear Mage:
21,268 net peid (ABC)

WOMEN'S WEAR DAILY The Retailer's Newspaper 29,634 net paid (ABC)

MAN and his clothes LONDO British and Continental Style Nes 1,000 climeibation over 8,000 net Faire thorallele they latio

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Because of this policy—because the Farchild Publications are read with a thoroughness and intensity unparalleled in the business paper field—they offer the very finest kind of circulation to the advertiser.

The Fairchild Marketing Research Department's report, "How Departments Are Grouped Under Buyers in Retail Stores," typical of Fairchild market data, is available upon request.

### PUBLICATIONS

EAST 13th STREET, NEW YORK, N. Y.

HIE. LOUIS

LOS ANGELES

TRO ENNA

LONDON

BRUSSELS

SAN FRANCISCO

BERLIN PARIS

DAILY NEWS RECORD
Testile-Apparel News and Ideas

12,885 net paid (ABC)

MEN'S WEAR

The Men's Style Authority
14,365 not paid (ABC) 000.11

FAIRCHILD BULLETINS
LONDON-PARIS

FAIRCHILD TRADE DIRECTORIES
of the Textile-Apparel Field

FAIRCHILD TEXTILE APPAREL
ANALYSIS

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Magazi BC) DAILY paper BC)

LONDO Style Nes

#### When to Use the Crayon Art Technique

An Excellent Substitute for Halftone Illustrations, It Supplies Pleasing
Atmosphere and Can Be Made to Print Well on Any Quality
of Paper Stock

#### By W. Livingston Larned

DESERVED popularity follows the various novel techniques which have come with the use of crayon on surfaced paper—paper which is porous and with sufficient "tooth" to form a tone-pattern,

with interstices of white, thereby making it possible to engrave an original for line reproduction with no fear of "filling in."

The technique is comparatively new in its application to advertising, for engravers used to look with disfavor upon drawings departing too widely from convention. "If you wish to be absolutely safe, especially in newspapers," was the old-time warning, "better warning, keep to good, old reliable pen and ink. Then you don't need to worry."

But then came engraving processes capable of

catching every subtle nuance or method or medium of any artist. And for any advertising medium. Provided the artist uses ordinary judgment, he need not anticipate muddled reproduction when the technique is off the beaten path. One by one all of the former difficulties have been overcome, and the artist, unhindered and with no rules and regulations to limit him, has given all advertising a remarkable diversity of art atmosphere.

A few warnings remain, such as the tendency to make an original drawing larger than need be, larger than is safe for a considerable reduction for certain fields. Nothing can ever overcome this,

and it applies especially to crayon illustrations. ca qu

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Think a moment, you who may not be versed in such problems: Contracting a thing tightens its details. Lines on an original drawing, a line between, will surely come closer together if the picture is reduced, say three times. The same applies to any surface, any shading, any tone value.

The artist is to be forgiven for asking that his originals be at least twice-size. Often reduction improves an illustration if the artist has kept reduction in

kept reduction in mind all the while. With a pen, for line reproduction, it is admittedly difficult to draw actual-size. Style is cramped.

But there is a happy medium, and this may be taken to mean drawings in all techniques. Even those who work in oil or water color, for halftone reproduction, must watch this problem of reduction. A picture "darkens up" if there are several reductions.

In former days, advertisers felt



Orry."

An Attractive Crayon Illustration from
But then came an American Institute of Steel Construction Advertisement

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singularly restricted when they came to newspaper campaigns requiring illustrations. True, in pen and ink, or in poster blacks, with a brush, there was wide variety, but despite this, all campaigns bore a family resemblance. Something new in technique was obviously needed.

There were various experiments, some of a rather disastrous character in the earlier periods of development. Halftones, during this era, were not printing well. What substitute could be found? Someone thought of crayon, on roughsurfaced board, and a wonderful new medium was born and refined.

It was found that when a grease crayon or a soft pencil or a piece of charcoal was drawn across these interesting open surfaces, the resultant tone was not by any means the equal of a halftone screen, but equally artistic, soft and flexible in the hands of an imaginative artist.

The question of safe reproduction in line was easily solved by the texture of the artist. There were always a sufficient number of white areas to set off the shaded portions. When reduced, on the other hand, these tones took on at least a suggestion of a halftone

They were a

pleasing departure from pen-and-ink drawings of the past regime.

Of papers to use, there are many. Some are more open and porous than others; some provide for a genuine design or pattern.

technique.

with a chalk-surface which can be scratched, white showing through as a result. Some are designed to suggest a coarse halftone screen. Certain water-color papers are excellent for the purpose.

The more desirable are mounted on heavy board. This "tooth" which they possess makes a line reproduction possible of a crayon drawing which on a piece of smooth paper would require a halftone.

But the artist, even when he works on the special surfaces, must be careful lest he accidentally smudge or smear his effects. Such areas would reproduce solid black or at least present an unsightly appearance.

It is always wise to avoid rubbing or smearing a crayon drawing and they invite this disaster. Before sending them to the engraver or if they are to receive much handling, they should be "blown over" with a special preparation in liquid form which covers the surface with a glaze and prevents smudging.

The beauty of the crayon technique is that there are so many variants, and exactly as the penand-ink artist may express his per-

sonality in his own way, with a distinctive style, in just the same manner, crayon on different surfaces, yields to the magic touch of individuality.

Crayon drawings lend themselves to vignetting. The artist

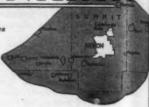


The Crayon Technique Is Particularly Efficacious for Figure Studies as This Willard Storage Battery Picture Proves

### The A KRONARIA

-The area of Akron's Business Influence

**B**EING a compendium of useful information about Akron and Akronaria, published E.O.W. as a part of "Printers' lnk" by the Times-Press, of Akron, O.



ISSUE OF JULY 11, 1929

NO. 12

THE TIMES-PRESS

#### WE LEAD IN DRUGS

THE Times-Press leads in drug store advertising in the Akronaria. In the month of May—in the first five months of 1929—as well as during the entire year of 1928—the druggists of our city published more advertising in the Times-Press than in Akron's Other Good Newspaper.

And, as the months go by, the Times-Press becomes ever more dominant in this important advertising classification.

There is but one reason for this continued Times-Press supremacy in such an important classification, i.e., results. The drug merchants of this city know which newspaper puts dollars in their cash registers and profits in their pockets. If you consider a function of your advertising to be the "influencing" of Akron dealers, then by all means, your schedule belongs in the Akron Times-Press—for that's where Akron dealers will see your message. They will be more apt to stock your products if they know your advertising is to appear in the newspaper that actually sells merchandise.

#### CO-OPERATION WHICH IS!

HERE is dealer-and-newspaper co-operation!

Every line in the 2000-line advertisement reproduced here from the June 17th issue of the Times-Press was paid for by RCA dealers, not by the factory.

Of its own volition the Times-Press prepared the advertisement offered it to Radio Corp. dealers on a pro rata basis, and it was bought and paid for by these gentlemen at card rates.

Why was RCA given such superb co-operation by its Akron dealers?

First, because they wanted to sell



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Repa New Chic sets, and they knew the Times-Press would do the job.

Second, because the dealers knew the ad would appear in the Times-Press.

There are hundreds of other specific examples of successful dealerand-Times-Press co-operation. For the dealers are enthusiastic about this newspaper. They know-from their own day-by-day experiencethat it produces results, it sells merchandise, it makes a profit for

Perhaps you want better dealer co-operation in the Akronaria. We can help you attain it.

#### 0 FREE

WE issue each month an 8-page report of Akronaria business conditions as they influence advertising and sales work in this territory. You should be on the mailing list. Write the National Advertising Dept., Akron Times-Press, Akron, Ohio-or tell any representative of the Scripps-Howard Newspapers.

#### STILL GROWING

In the first five months of 1929 the people of Akron took out permits for \$9,219,867 worth of new construction, \$1,778,262 more than during the same period of 1928.

As the months roll by the phenomenal growth of this city be-comes even more rapid, outstripping by every measure the tremendous strides of the "boom" days of the world war period.

But this present growth is solid, substantial. The inherent advantages of Akron are asserting themselves. Whatever it is, the people can buy your product.

Akron Is Not in the Cleveland Market — It Stands Alone

Represented by the National Advertising Department, Scrippe-Howard Newspapers, 230 Park Ave., New York; 400 N. Michigan Bird., Chicago: Detroit, San Francisco, Los Angeles, Atlanta, Philadelphia



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A Clark's Teaberry Gum Illustration That Was Done in Crayon

may safely shade an illustration "off to nothing." Some specialists in this field add dry brush and solid black in places to excellent effect.

The crayon plate may be in halftone, for magazine or booklet use, or Ben Day tints may be fused with it. Beautiful and artistic indeed are these results. So much so, that advertisers are coming to the use of crayon plates, either in line or in halftone, for their more imposing magazine schedules as a foil for the inevitable wash drawing or camera series.

It is unnecessary to cover a crayon drawing with an airbrush or wash tint if a halftone is desired. The screen alone will attend to this, and a little extra tooling out of highlights will improve the plate, dependent, of course, upon the subject and its manner of handling.

There is really no list of subjects which are reserved for the technique, for crayon can be used for any form of illustration, any material, any theme. It is merely another method of interpretation and engraving. But nothing can quite take the place of it for newspaper campaigns and for illustrations which are to be used in business

papers and in farm journals where either paper or printing may be less than 100 per cent.

A deeply-etched plate is preferable, always, for there are so many delicate tones and values in the original which may suffer if a carelessly engraved plate is made.

The crayon technique is particularly efficacious for figure studies and for landscapes, where its flexibility of tone comes in handy. Some of the most interesting drawings of technical and mechanical subjects I have ever seen were drawn in crayon. It is customary to outline the picture first in pencil, and then to shade it almost as the artist would secure his values in wash. And there are easily as many tones securable in this medium.

With modernistic effect in favor, the flat planes of color which are at the disposal of the artists when he works in crayon bring about exactly the correct tempo of tone



An Aetna Life Insurance Illustration That Uses Crayon for Modernistic Effects

for those flashing background values. When mingled with a halftone, they are unusually attractive, too. By this I mean the mounting of a photographic subject, in sil0.20

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Remington-Rand Magazine Advertising Is Using the Crayon Technique.
These Illustrations Are an Attractive Part of the Displays

houette, on surface board and the addition of the modernistic treatment as a background.

If a copy of a photograph is to be made for newspaper or farm journal use, with detail preserved and the fidelity of the camera kept always in mind, crayon is a superlative method, vying only with the painstakingly made pen illustration over a silverprint.

It is possible, today, to have the equivalent of a silverprint surprinted on the rough stock, over which an artist may work with his crayon. The background detail is so delicate it in no wise interferes with a successful reproduction. But halftone screen is essential in such drawings.

The equivalent of crayon illustration is securable with either pencil or charcoal The latter lends itself better to highlight halftones, however, and the former is smudgy and by no means as easy to handle. In both cases, rough surfaced board must be employed. But more care is essential, both in the making of the original and in the engraving. Charcoal is far too perishable to be practical.

A crayon will give absolutely even background effects, when

skilfully handled. Because of this it is more popular than Ben Day, for it will not fill-in, will not smudge, and will reproduce itself accurately.

There are few techniques that equal crayon for artistic portraiture. With a photograph as the inspiration it is possible for the artist to reproduce every value and tone and blending of tints and textures to give a faithful facsimile of the original, and whatever the paper stock, printing is safe.

There is no reason why crayon illustrations should not be combined with other mediums and to excellent effect. Thus, part of a picture may be in pen and ink, or wash, and the remainder in the free and sketchy technique which crayon invariably invites.

It is a contrasting medium and may be employed to emphasize one portion of a composition and subdue another. Suppose you have a magazine drawing to make, in which one particular piece of furniture in a room is to be featured over all else. This one part can be in halftone, photographically rendered, while the background and all other accessories of detail are in free crayon.

#### OUTDOOR ADVERTISING

Through Your Advertising Agency



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#### OUTDOOR ADVERTISING

Through Your Advertising Agency

HERE are many good means to maintain good health. But one skilled physician to guide you is better than the conflicting advice of a flock of friends that may only build you a "tummy-ache".

There are many good ways to advertise your business. But for proper coordination, and the greatest effectiveness, let the advertising agency that directs your space advertising give you the benefit of its unbiased advice and complete service in all the forms of Outdoor Advertising, too.

The National Outdoor Advertising Bureau, Inc. is composed of 228 advertising agencies directing and placing Outdoor Advertising for hundreds of advertisers as an integral part of these clients' campaigns. These 228 advertising agencies, through the Bureau, also bring to their clients' interest the cooperation of the placing organization with the best facilities for securing locations, plant owners' cooperation, and the Bureau's own complete and independent Field Service. There is no other way to get this service.

#### National Outdoor Advertising Bureau

New York

Chicago

Detroit

#### Just Some Real Good Letters

They Are Based on an Uncanny Knowledge of Human Nature

#### By Maxwell Droke

A LTHOUGH it may be rather damaging to the professional status of those of us who work with words, it must be admitted that now and then some chap comes along who knows practically none of the rules of writing, but by his uncanny knowledge of human nature writes letters that get what they go after.

Out in Des Moines, Iowa, there just such a man. His name is is just such a man. E. R. Stotts, and he runs the Mil-ler Sanitary Laundry, a business that has been built to a very large degree by what Stotts himself terms "direct letters." He dislikes the term, "circular letter."

"While it is true," he explains, "that the same letter is sent to 2,000 persons; it is also true that these letters have a personal touch. We would have said pretty much the same things in the same way if we had been writing to a single individual.

Mr. Stotts, in his letters, makes no extravagant claims; no trite statements or conventional promises. And there is a conspicuous absence of the "Do it now!" urge. As he himself says, "We are doing a slow, steady, educational job, and I don't expect any one letter to work wonders. If by our letters we can break down prejudices, and gradually build up belief in our ideas and ideals, I am satisfied.

"Our letters all point in a certain direction. The psychology back of them is identical. By suggestive salesmanship we are creating in the mind of our reader the feeling that a laundry is a business house, sound, substantial, dependable; that we employ the same kind of people, with the same hopes and ideals, as do other responsible business houses.

"We know that in the minds of a great many people the laundry is a little, smelly hole in the wall, closely related to a Chinaman. We hope that after reading our letters our prospects will have a dif-

ferent mental picture of what the modern laundry really is.

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If we can subtly sell them the laundry as an institution, we aren't concerned so much about selling our particular service. That will That will come along as a matter of course.

Here's how Stotts, in one of his letters, gets across a message to the woman who hesitates to send her washing out, because of certain prejudices in regard to laundry personnel:

Dear Madam:
Yesterday I was leaving my office just after the whistles blew, the folks who work in the laundry were leaving at the same time. One of the girls extended her hand and said, "Goodbye, Mr. Stotts." "Well, Lena." I answered, "what is happening to you?" "I am getting married tomorrow," she answered. I wished her good luck and

swered. I wished her good luck and was on my way.

This morning I learned that Lena came to us three and one-half years ago, after her father died leaving her mother with Lena and a brother as her sole means of support. During that three and one-half years she has helped her mother with the housework and has aided the brother to purchase a home, and just this week they completed the payments and the deed was made over to the mother. Today Lena is being married.

Have you ever heard anyone speak in slighting terms of the girls who work in a laundry? Have you heard any one say they didn't like to send their clothes to a laundry? Well, I am telling you about Lena because Lena repose ing you about Lena because Lena represents the average girl or woman who works in a laundry. Some of them are grandmothers, helping to support children of unfortunate daughters whose husbands are shirking their responsibilities. Others are daughters helping a mother to pay for a home; others are widows keeping their children at school that they may have an education; they are hornest, deserving people; they are hard working people.

I thought you would be interested to know about Lena for it is the patronage of our good friends that enabled us to give Lena the employment which enabled her to help her brother give the mother a home.

We appreciate your business and so does Lena.

Yours truly,

Stotts likes to build his letters around personalities and events. He reasons that people are always interested in the doings of

other people. And he makes this accepted truth work to his advantage in letters such as this:

Dear Madam:

Mrs. Anna Rulli, our head collar ironer, has been specializing on collars for sixteen years.

Mrs. Long, our head shirt ironer, has been with us for twelve years; and Mrs. Van Horn, the inspector and finisher, has been with us for eight years.

When you can get the experience and the skill of people like these without paying anything extra for it, it is worth having.

We will call at your have and

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We will call at your house and get bundle of collars or shirts at any me. Lots of the men bring them down

themselves, but that isn't necessary.

Call us and we will get them. A trial will convince you of the superior workmanship of these experienced

Drop in sometime and see how they

Yours truly, Last week we washed and ironed 3,210 shirts.

With a keenly developed "nose for news," Stotts makes each outof the-ordinary occurrence in or about the plant pay double divi-dends by converting it into copy. Here is an instance:

Dear Madam:
Evidently the Ringlings heard of our ambition to do everybody's family wash so they wired us from Waterloo and asked if we would do theirs. We wired back that we would and today we did. We thought that you might be interested in knowing what the Ringlings family washing really amounts to. They had: 864 shirts, 1738 pillow cases, 1674 sheets, 39 bedspreads, 1175 collars, and handkerchiefs by the hundreds. Then there were socks, pajamas, B. V. D.'s, and such like that I will not take time to cnumerate. enumerate. We picked up their work at 7 o'clock

in the morning and had it back to them at 7 o'clock that evening. They had 800 of the pillow cases and sheets by

My not take a lesson from the Ring-lings? We will get your family bundle and return it to you all in the best of condition, and contrary to the gen-eral belief it isn't expensive to send your work to the laundry. In the long run it is cheaper than to do it at home and the clothes don't wear out any more rapidly if we wash them than if they are washed at home.

rapidly if we wasn them carefully and use washed at home.

We handle them carefully and use nothing but plenty of soft water and pure soap. Do as Ringlings did and send the whole hundle in and let us show you how well we can do it.

Yours truly,

Again, when the Citizens Military Training School was conducted at Des Moines last summer. Stotts, with his usual sense of

showmanship, realized the opportunity for this effective letter:

Dear Madam: Did you ever have company on wash

Did you ever have company on wash day?

We did. Just this week Uncle Sam brought to Ft. Des Moines 1700 fine young men for four weeks training and we are doing the washing for them.

On Thursday we brought the bundles in.

Can you imagine it! 1700 pairs of thak i breeches, 1700 wool shirts, 3400 sheets, 1700 pillow slips, 3800 socks, and B. V. D.'a, pajamas, handkerchels? Gee! What a mess.

It wouldn't be so bad if that was all we had to do, but on top of that there is the regular washing.

Many hundreds of the Des Moines people send their washing here every week, and we are not disappointing them to take care of the visitors; in fact,

week, and we are not disappointing them to take care of the visitors; in fact, we could do even more than we are doing. We want to remind you that while we are doing a lot of work, we will appreciate a call from you at any

The family bundle is our specialty and we would be delighted to do your washing or any part of it. Just call Walnut 173.

Yours truly,

And here is another instance of the personal experience put profitably to work. This time not an employee, but a customer is the subject:

Dear Madam:

Dear Madam:
Yesterday an insurance man walked into my office and after talking insurance for a few minutes, said, "I just want to show you what your laundry did to my shirt."
And he began to take off his coat. I thought perhaps we had torn it in some way or injured it, so I waited. He showed me a sleeve that had been mended, then he said, "This shirt is old and I used it working around the car and in the garden. I got it dirty and sent it in with the rest of the bundle to be washed, and much to the surprise of my wife, when it came back it was all mended and now you see, I am wearing it again to my business."
I told him that his experience was not an unusual one, that we have one

I told him that his experience was not an unusual one, that we have one woman in the plant who does nothing but mend and sew; she fixes button holes and puts on buttons and makes ordinary repairs all the time.

We say nothing about it, we make no charge for the service, and we don't guarantee to fix every rip and hole, but we do fix thousands of them. That's just one of the services that we render

just one of the services that we render to our customers and one which has made for us some mighty good friends

made for us some argument of the women.

Why not send your bundle in? It's really cheaper than doing it at home and it will save you, oh, so much work!

Truly yours,

P. S. Telephone Walnut 173 (Ask for

P. S. Telephon Miss Simpson).

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### NO NATIONAL MAGAZINE LIST IS COMPLETE WITHOUT THIS

## unique Farm



The Farm Journal brings your product to the attention of more than one and a half million farm prospects.

It has the *largest* out-of-town circulation of any magazine in America.

It has the *largest* group of well-to-do farm subscribers (average balanced capital \$16,293).

If you were to use all the leading general magazines, you could not reach an equal number of farm homes of equal size and buying power.

General magazines miss the real country market because they do not have sufficient country coverage to influence enough people. They are not specifically cast for that purpose.

THE

### Publication

The Farm Journal is published for farm folks, the people who make up the real agricultural market.

Its editorial content recognizes their particular business problems and understands their mental outlook.

They believe in *The Farm Journal* from cover to cover. They do what *The Farm Journal* advocates. They buy what *The Farm Journal* recommends.

The circulation of *The Farm Journal* has been built up out among the fertile acres, in the prosperous counties where most of the farm money is made today.

With precision and without waste it reaches 1,500,000 choice homes in the last great market which remains open to American manufacturers.

Farm Journal

raises more little red flags on farmers' mailboxes than any other publication in America. previous one is an idea that Stott frequently employs, as in the opening paragraph of the message

which follows This method of putting across a technical talk through a third party makes readable a message that

might otherwise have been a bit difficult. You become interested in the story, and before you realize it you have absorbed the very points that the writer wants you to get.

Dear Madam:
A few days ago, I told you how the insurance man's wife appreciated having us repair her husband's shirt, and now this morning comes another interesting

episode.

A couple of months ago, an adver-tising man came in and told me all about his business, and I thought it would only be fair if I should tell him tising man came in and told me all about his business, and I thought it would only be fair if I should tell him something about mine, and so I took him out through the laundry and showed him how we wash it all by itself; and I showed him the soap we use and had him put a piece of it to his tongue so he could note its parity. I showed him the water softeners by which we soften nearly 3,000,000 gallons of water each month and then how we extract the water from the clothes without squeezing or twisting them or subjecting them to any hard pressure, and then how we press rather than rub them.

And then he said to me, "You confirm what I have been telling my wife. I have always thought a good faundry could do the work satisfactorily, but my wrife feels that it is her duty to have the washing done at home. She gets herself all vired out doing it. She hasn't as much patience with the children as she ought to have, and when I go home at night, she is fagged. Then when another day with the ironing is passed, there are two days out of the week when she isn't at her best. Besides that, she is wearing berself out. "I am helpless, however, for I can't insist upon her sending her bundle to the laundry. I have hinted at it a number of times; I have suggested it, but you can ace that I can't tell her that as good wife and mother ought to the thinks she is saving money. She thinks the clothes wear longer and I can't convince her otherwise.

"I can't tell her that she is wearing herself out, that she is cross with the children, and that the lines are forming around her eyes. I can't tell her that she is doing more harm than good by trying to save in this manner. I wish you could tell her."

And so I gromised him some day I would call his wife up, but before I could get to it her work piled up on her so that she didn't want to be bothered by having the laundry done at home, and she called us up.

Yesterday, he came are in radiantly happy and said to me, "If you ever want a testimonial letter, call my wife. Now something about mine, and so I took

she sees how mistaken she was; now she sees the advantage of sending her washing to you. The cost is about the same and she is relieved of all that trouble and all the worry and she told me yesterday that never again would she have another washing done in the house."

house."
We all profit by the experiences of others. Perhaps you too might do your seelf a favor by letting us do your washing. We do it at wholesale, you know, and we know it will suit you. In fact, if you will call up and mention this if you will call up and menuon that ietter, we will guarantee to satisfy you. We have enough confidence in our own ability and in your fairness to make you that offer.

Phone Walmut 173 and if I am not the control of the control of

Phone Walnut 173 and if I am not here, ask for Miss Simpson. She is my assistant in the Service Department. Yours truly,

That letter, I submit, is a star example of the difficult art of telling a prospect what she may not like to hear, without offending her. It is a model of diplomacy-a feature that is missing from all too many letters. eliba.

Tested and Approved

G. F. BARTHE AND COMPANY SYRACUSE. N. Y., JUNE 27, 1929

Editor of PRINTERS' INK:
Your letter of June 25 received with
the articles enclosed, and also valuable
data on rulings concerning patent medicine advertising. We have often heard of your efficiency, but we have not had occasion to put it to test until now.

We want to thank you for your valuable help. G. F. BARTHE.

President.

of the noise To Direct Collins Company Foreign Advertising

The Collins Company, Collinsville, Conn., manufacturer of agricultural tools and implements, has appointed the Foreign Advertising and Service Bureau, Inc., New York, export advertising agency, to direct its foreign advertising. A campaign is planned on Collins axes and machetes.

R. E. Lee Joins F. E. M. Cole, Inc.

R. E. Lee, formerly Western representative of the Century Publications, and, more recently, with the Chicago office of the Conde Nast Publications, has joined F. E. M. Cole, Inc., publishers' representative, Chicago.

New Account for Ronalds Agency

Tooke Brothers, Ltd., Montreal, appointed the Ronalds Advert appointed the Ronalds Advertising Agency, Ltd., of that city, to direct its advertising account.

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The advertisement can't make a sale unless the prospects read it. Beautiful typography helps a lot and BUNDSCHO'S is the place to get it.



# J. M. BUNDSCHO, INC. Advertising Typographers 65 EAST SOUTH WATER STREET CHICAGO

HERE TYPE CAN SERVE YOU



# DIAMOND WALNUTS California's Tinest

### California Walnut Gars

THE USE OF CAR CARDS HAS PROVED IN PROFITABLE FORM OF ADVERTISING FOR US.

"Car cards were run in the State of Ohio for si months during the 1927 season and again for similar period in 1928. This was done for a double purpose. First, to increase consumer demand and second, to test the value of car card advertising.

STREET RAILWAYS

For That Final Touch



DIAMOND WALNUTS

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### DIAMOND WALNUTS

### Gers Association Say—

ED Dur sales records showed that two states, Ohio and SINC ansylvania, (exclusive of Philadelphia) had runck and neck in sales for the past five years.

SALES WERE CHECKED AT THE END OF THE CAMPAIGN AND OHIO PRODUCED A 33.9 PER CENT INCREASE OVER PENN-SYLVANIA—TRULY A MARKED TRIBUTE TO STREET CAR ADVERTISING."

ERTISING COMPANY



DIAMOND WALNUTS



#### HAVE A COPY?

For an international advertiser we have just completed a 32 page pamphlet, created and produced in its entirety under the Goldmann "Minimum Overhead Plan," without an iota of change in the original dummy.

Among others, this pamphlet possesses two outstanding features. Two distinctly different products are given equal emphasis without confliction of any kind, and the four covers are a remarkable example of four-color effect from three-color process plates.

May we send you a copy? At the same time, may we tell you all about the Goldmann "Minimum Overhead Plan" and what it might mean to you in solving your direct-mail advertising problems?

Isaac Goldmann Company

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST NEW YORK, N.Y TELEPHONE WORTH 6080



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#### There's Never Any Rest for the Sales Manager

When Everything Looks Rosy Sales Managers Would Do Well to Remember That "If It Isn't One Thing It's Another"

#### By A. H. Deute

General Manager, The Billings & Spencer Company

FEW years ago a young army A officer brought into the ranks of a group of New York sales managers a little song which carried with it a philosophy which several of them turned into excellent use.

The young officer's name was "Nook" Thompson and his song wasn't really a song at all. It was simply a repetition, over and over again, of the one thought: "Well, if it isn't one thing, it's bound to be another, well if it isn't one thing, it's bound to be another, well if it isn't one thing it's bound to be another" and so on t. f. But several sales managers made practical use of it.

Four of us were having lunch together. We all knew Thompson. One of the four said: "Say, have you heard that bum song Nook is singing all day long? Well, I've

put it to good use.

"If it isn't one thing, it's bound to be another,' comes pretty near to summing up the life of a sales

manager.

"I got to the point, a few months ago, where I felt that finally my department seemed quite well organized. Things were running along with apparent smoothness. Maybe it was a propitious moment to take a couple of weeks off for winter golf in one of the Southern sales territories.

"And while I was telling myself that, I got to thinking about that fool song. So I said to myself: Well, if it isn't one thing, it's bound to be another', and I wonder what it is right now. Let's snoop around a little and see what we

can see.

"The snooping was done by going to three other department heads and asking: 'How can we whoop up the sales department?

"Two of the questions fell on

barren soil, but the third brought results. The credit manager said: 'I was just going to talk to you about collections. Our accounts receivable have gone up mighty fast lately. Seems to be a general money tightness in the whole industry. I don't think it's peculiar to ourselves. I hear that the same condition prevails in other houses. But if we don't watch our step we'll have to curtail credit pretty soon'."

That gave that sales manager something to do. He figured that if the jobbers as a whole were feeling a money shortage, then pretty soon various houses selling to the jobbers would be bearing down for collections. He'd get busy with his own men immediately. The plan was to get his own accounts into such good condition before other manufacturers started to crowd for money that two things would happen: His receivables would come down and his house would not have to bear down on the customers when others were bearing down,

In that sales force the salesmen were required to help make collections. When accounts reached a certain point, salesmen had to get remittances before they could take further orders. So collecting accounts was a daily job.

#### Money Had to Come In

The sales manager got a list of the accounts which required some attention. Then each salesman received a personal letter, with the list attached, telling him to hustle collections along. They were not told the entire story, but they were impressed with the fact that money had to come in. Three weeks later that firm's credits were in fine shape. Many a customer who might otherwise have had his ship-

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ment held up, probably winding up in his becoming more or less disgruntled with the house, had his account in such shape that orders could be shipped without hesitation. And the credit manager was right in his assumption that soon other houses would commence bearing down on collections. This sales manager did his collecting before the jobbers felt themselves being urged and came out of the period of momentary depression in the industry with a number of better friends for his house.

"It just goes to show," he ex-

"It just goes to show," he explained, "that you never seem to be free to do nothing in sales management. 'If it isn't one thing, it's bound to be another'."

Harry Wheeler, who handles quite a group of salesmen in the Minneapolis territory, told me this a while back: "When I don't know of anything else that has to be attended to (and that isn't often) then I always know where to find a job. I just look to see what salesman is at the bottom of the list."

#### There's a Reason

When a salesman is at the bottom of the list, there is something wrong. Of course, actually, one man is always going to rank at the bottom, so that means there is always a spot for the sales manager to go to work at. But just as one man is bound to be at the bottom of the list, there is always a reason for it—a reason which can generally be remedied in one way or another.

If the same salesman is in the same cellar position for several consecutive weeks or months, it's a job for the sales manager. Maybe the man is at fault. Maybe he is not at fault. Usually the management it at least half to blame. Maybe the wrong man is being left on the job. Maybe he hasn't been properly coached. Maybe his territory is not laid out properly. Something requires tinkering. It is a safe place for any sales manager to spend time on when he has nothing else to do.

I have in mind one sales manager who says to his men: "You won't see much of me so long as you are well up on the list. I've got to spend my time working for the man who finds the going rough."

man who finds the going rough."

A whole book could be written on the tail-end man and the tail-end territory and how the entire sales picture may be improved by concentrating on this problem.

Personally I'm getting ready now to try an experiment. The plan sounds nice, at any rate. Like all other sales plans, it may work—and it may not. However, men with whom I have talked it over agree that it is worth trying.

In brief, the plan consists of finding a salesman who can act as a sort of sheep dog. You've seen the sheep dog working with a flock of sheep. There are always a few lagging behind, straggling off to one side or another—getting out of line, as it were. The dog hustles around and gets these lagging members of the flock up in with the main body.

This sheep dog salesman, if we may call him that, will be, first of all, a good salesman. Second, he will be a good first-hand market analyst. Third, he will be able to point out the problems and the difficulties which confront the regular salesman and be able to show him how to solve them. Or, if necessary, he will be able to make a sound recommendation that the man on the territory must be replaced.

Of course, the idea of going rough shod after the territory or the salesman who happens to be at the bottom of the list is by no means new. It is an old practice for the sales manager every so often to become indignant over the situation in a certain territory and undertake to remedy the situation. Sometimes the remedying process starts when some official or director of the company takes it into his head to inquire about conditions in such and such a place, Then, all too often, the house cleaning is done in anything but a scientific manner. The sales manager is inclined to do the job with his temper more or less at the boiling point.

That is why I have hopes for the sheep dog idea. It is designed not to go in and make trouble and 929

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TYPOGRAPHY THAT



SETS UP AN IDEAL

### We Have Made Typographer And Business Man One Person

aginative "comp" with an "art compositor" complex. He worked by mood and billed by guess. Advertising Typographers of America are business men who, enlisting art for advertising's sake, are resolved (1) That charges must not exceed actual time consumed; (2) That a promise of delivery is inviolable; (3) That personal probity, creative skill and financial responsibility shall rule the guild of typography just as they govern the profession of advertising. Buy typography only from members of Advertising Typographers of America whose names are listed below:

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THE TYPOGRAPHIC SERVICE

Los Angeles
Typographic Service Co.

#### New York City

AD SERVICE CO.
ADVERTISING AGENCIES'
SERVICE CO.
ADVERTISING-CRAFTSMEN,

Inc. (a-c)
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The Advertype Co., Inc.

E. M. DIAMANT TYPOGRAPH-IC SERVICE FROST BROTHERS DAVID GILDEA & Co., INC.

HELLER-EDWARDS TYPOG-RAPHY, INC. MONTAGUE LEE CO., INC. FREDERIC NELSON PHILLIPS, ROYAL TYPOGRAPHERS, INC. SUPERIOR TYPOGRAPHY, INC. SUPREME AD SERVICE TEI-ARTS PRINTING CORP. TYPOGRAPHIC SERVICE CO. OF N. Y., INC. KURT H. VOLE, INC. WOODROW PRESS, INC.

#### Philadelphia

WILLENS, INC.
PROGRESSIVE COMPOSITION
Co. Piniburgh

EDWIN H. STUART, INC.

St. Louis WARWICK TYPOGRAPHERS,

INC. Toronto
SWAN SERVICE

NATIONAL HEADQUARTERS: 461 EIGHTH AVENUE, NEW YORK, N. Y.

stir up a fuss but to do it quietly. intelligently and as accurately as experience will provide. The main , thought is that it will provide for constant pressure on the weakest spot in the sales organization. While it means adding a definite sum to the monthly sales expense, in the hands of the right man the work should be definitely constructive and rake for greater sales economy. Nothing is so wasteful in a sales department as the salesman who fails to make good. Whether it is his own fault or not, the fact remains that when a salesman lets his territory run down he not only runs up the immediate cost of doing business, but, more often than not, he is permitting a competitor to get so far into the market in question that it takes months, sometimes years, to recover the lost ground.

The only thing which is delaying the inauguration of this sheep dog plan is the interesting little job of finding the dog. And what a job that is proving to be!

One thing does stand out, though, when sales managers get together and talk things over. That is that there is always some new thing which can be undertaken. The sales manager who sits back and says his sales department has arrived, is doing its job, is actually announcing the fact that he has slipped into the ranks of has-beens without knowing it.

Of the four of us who talked about the silly little song which the army officer sang, each one made use of the idea it implied. "If it isn't one thing, it's bound to be another" was the song's way of saying that there is sure to be some sort of trouble anyway. But apply it from a positive angle and it indicates that if there isn't one way in which the business can be built up, there's bound to be another way.

Just so long as a sales manager can tell himself that there are a hundred and one things which he can do with his line and with his sales method and with his advertising, just so long can his house look to him to bring the business along.

"But what's the answer to it all?"
a man asked me the other day.
"You can't be forever thinking
up something new and different.
Can't we have a little rest period
some time?"

"No, sir!" is the answer. It isn't that styles and situations change faster than the ingenuity of sales managers, but rather that business building is going on so fast that we are daily face to face with the same situation as was explained by the colored boy who was asked what was meant by the Biblical term "the quick and the

dead." His answer was; "Well,

you gotta be quick these days, or

you'll be dead!"

As I am writing this down, the general manager of another New England factory is sitting along-side, waiting for the job to be finished. He has some new golf clubs which he is going to demonstrate. In the meantime, he is reading the typewritten pages as they come out of the machine. I just handed him the page before this one and said to him: "Now,

I'm winding it up."

His answer was: "You haven't told me a thing I didn't know, but I'm wondering if our sales manager is getting sort of satisfied. We're having a pretty good year. He's been hinting about a number of things he wants. I'm going to ask him Monday morning what he thinks of his sales department. If he tells me he feels it is going along pretty well, I'll tell him he's going backward."

#### New Account for Young & Winn Agency

Blum's Photo Art Shop, Inc., Cricago, has placed its advertising account with Young & Winn, Inc., advertising agency of that ctiv. Business publications will be used.

#### G. B. Curran Joins McKim Agency

George B. Curran, formerly with the MacLean Publishing Company, Ltd., and the Wrigley Publications, Ltd., both of Toronto, has joined A. McKim, Ltd., advertising agency of that city.

Glen H. Rounds, formerly a free lance artist, has joined R. E. Swetland, Denver, sales and advertising counselor. He will be in charge of the art department. July 11

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## 78 Years of Progressive **Newspaper Service**

NOR 78 YEARS The Oregonian has been building a priceless asset for itself and for advertisers-reader confidence. How sincerely and successfully The Oregonian policy of progress and fair dealing has been upheld is reflected in the opinion of Portland residents who, in a survey conducted by the Portland Specialty Merchants' Association, gave The Oregonian a wide reader preference over the three other Portland newspapers. This is of vital importance to Oregonian advertisers for it definitely insures them a 78 year build-up of reader confidence that is invaluable in stimulating sales response.

The Oregonian Market Book gives important facts about this rich market. Write for your copy.





From the Oregonian Building in Portland 109,000 daily Oregonians and 172,000 Sunday Oregonians are distributed to every section of the nation's 5th richest per capita market.

## The Oregonian

Circulation: over 109,000 daily; over 171,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

alls Madison Ave.

333 N. Michigan Ave.

321 Lafayette Blvd.

Monadnock Building

circ

copi 555.

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## The Kansa Bigges

THE KANSAS

NEW YORK OFFICE: 15 East 40th St.

## aCity Star's sune!

555,932 COPIES
Daily Average
for June
2,729,965 LINES
of Advertising
June Total

For the thirteenth successive month The Kansas City Star has set up a new all-time circulation record. The net daily average for June was 278,826 copies evening and 277,106 copies morning, a combined circulation of 555,932 copies and a daily gain of 46,548 copies over June last year. The advertising total for June was 2,729,965 lines, largest June lineage in the history of The Star.

CITY STAR.

CHICAGO OFFICE: 1418 Century Bldg.

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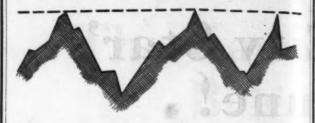
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## Raising the Valleys

When it is summer here it is winter in Argentina.

And in Argentina lives the world's richest "per capita" population—sixty per cent of it in the cities.

Accordingly a great many American manufacturers have raised their "seasonal" valleys of production and profit by extending their operations to this prosperous market.

Logically, they select the first newspaper— LA PRENSA of Buenos Airec—for the profitable telling of their story. LA PRENSA is not only first in circulation, in quality of readers, in special features, in editorial departments, but also in the national tradition which makes it outstandingly the national paper.

## LA PRENSA

of Buenos Aires

"South America's Greatest Newspaper"

#### JOSHUA B. POWERS, INC.

Exclusive Advertising Representatives 250 Park Avenue, New York

London

Paris

Berlin

Buenes Aires

#### Reputation-A Priceless Asset but Often a False God

Performance Counts Most in the Mind of the Industrial Buver but Present Performance, Not Performance of a Quarter of a Century Ago

#### By R. Bigelow Lockwood

An old-established reputation counts for little in radio. Each new model must stand or fall on its own merits.

THE above paragraph introduces a piece of dealer copy appearing in a business paper and signed by C. A. Earl, president, Chas. Fresh-

man Co., Inc. With necessary a few changes in words, it might be signed by the president of any large industrial organization, for it stands for what is hasic truth.

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That "old-established reputation" is a thing of tangible value, evident in good-will and confidence, admits of no argument. That it is often over-played is true. That reputation is easily shattered by a single false step likewise holds good.

Far-sighted manufacturers and industrial advertisers apply introspective methods in viewing this matter of repu-

tation and realize that their commanding position of prestige has been achieved only through the long-continued, successful perlong-continued, successful per-formance of their equipment—for reputation must first be earned. It can live only as the product continues to perform. It is safeguarded only by continual effort to avoid the danger of relaxing, even slightly. When a business institution forgets that the outstanding qualities of its product are the bricks that built its reputation, that company is treading on dangerous ground. In short, reputation may

actually be worshipped to a degree that blinds vision to the factors that created it. When this occurs, reputation becomes the occurs, reputation becomes the it; a false god demanding undue homage and a deity that leads astray the strands

of constructive

In the final anal-

ysis, reputation can

be no more than

the strength of the

product or service.

It is wrong reason-

ing, therefore, to look upon reputa-

tion as something

wholly tangible.

Rather should it be

viewed as charac-

ter; an impression

made upon the per-

ceptions of others.

The check that we

accept from a cus-

tomer or client is a

thought.

T is axiomatic that a business should not advertise reputation until it has one. But does it pay to feature it even if you have obtained this valuable asset? Industrial advertisers particularly are asking themselves this question today. Many of them that have headlined "50 Years of Experience" are wondering whether the skeptical industrial buyer really cares, so long as the product is right. So many new companies without this highly rated "reputation" are taking business from those who thought their positions were impregnable.

Mr. Lockwood takes this word "reputation" apart in this article and tells us just how much he thinks it is worth and how it should be used in copy.

tangible piece of paper, but the belief that the check is a good one is an impression. tally, we classify the reputation of the signer, remem-

ber that his former checks have always been honored and discount the present one before we cash or bank it on the basis of such knowledge. In this case, past performances have established confidence and built reputation.

Now follow this closely, if you ill. The check accepted from a new client with whom we have had no previous business dealings is accepted on faith. If he submits references from others who have experienced cashing his checks, then we again fall back on reputation. If we make our own decision, unaided by references or knowledge, then faith alone is the

influencing factor.

In the simple transaction just described, we find a close parallel to the positions which industrial organizations must face when seeking business from the field. Such manufacturers, by force, are compelled to do business with three general classes. First, the customer who has purchased before and hence has formed, from personal experience, an impression of the product. Second, the customer who has never purchased and who values the opinions of others in helping frame a decision. Third, the customer who buys on faith alone, unassisted by any influencing factors other than his own willingness to sample.

Naturally, the new company without background must build reputation before it can talk about it, but how important an asset as a talking point is reputation to the organization possessing a real wealth of experience? Let us find the answer in a few typical ex-

amples.

General Motors, for instance, is an organization rich in reputation. In the General Motors family is a recently acquired division known as General Motors Truck Company. A business of this subsidiary is the building of a line of motor coaches, or buses. becoming a part of General Motors, the company operated under the name of the Yellow Truck & Coach Manufacturing Company with main manufacturing plant and executive offices in Chicago. Under General Motors management, a new \$8,000,000 plant was erected at Pontiac, Mich., and manufacturing and executive operations moved to that location.

The Yellow Truck & Coach Manufacturing Company, in the period prior to association with General Motors, had already an enviable reputation in the bus operating industry, both among street railways and independents, as transportation experts, but to this was added the tremendous reputation of General Motors with its research facilities and proving ground where motor vehicles are put through grueling tests.

Naturally, this introduced a new talking point and added prestige. which quickly found its way into advertising. Yet mark this: General Motors did not talk reputation While the copy did not overlook the value of prestige, the real stress was laid upon successful performance and ultimate economy of product. Typical Yellow Coach operations were covered, from Washington to Mon-treal, and from Coast to Coast. New models, as they were introduced, were made to stand on their own merits. The reputation keynote was in the copy, to be sure, but was carried for the most part in a subordinate position. operators are primarily interested in profitable mileage plus reliability of product. Then they want assurance that the manufacturer can back these qualities, financially and otherwise.

#### Industry Is Quick to Recognize Leadership

That this method of handling the question of reputation is sound, in this case, is proved by the fact that Yellow Coaches have consistently headed the list of sales among motor coach builders. And the experience just narrated brings up the point that industry is quick to recognize leadership. News spreads fast through industrial channels and the part that General Motors was to play in the manufacture of Yellow Coaches quickly became common property. Rightly, then, General Motors did not over-play the reputation factor, but rather gave to industry the data it needed; constructive and helpful. In the very restraint surrounding the argument of reputation lay the strength and dignity of the sales promotion.

Going back to the field of radio, for a moment, the statement made by Mr. Earl is a sound one, and merits some deserved comment. Mr. Earl has in mind the effect of reputation on the general consumer; the ultimate user of radio in the home. Likewise, he probably had in mind the effect of reputation on the radio dealer—but doubtless to a somewhat lesser extent. The general public is the

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#### A TRIBUTE TO BUFFALO.

That the Scripps-Howard organization has considered it both advisable and necessary to open a Buffalo branch of its National Advertising Department, is a tribute to the commercial importance of the many and diversified industries of this flourishing market—recognition of its vast potentialities and of its position among the great markets of the country. Buffalo appreciates this singular distinction, and again welcomes the great Scripps-Howard organization.

#### THE BUFFALO TIMES



A Scripps-Howard Newspaper

ultimate judge of radio, and receiving sets must stand or fall on their own merits. If they do not satisfy, the public will not buy and the dealer cannot sell, regardless of who makes them. The dearly beloved buying public is a critical

iudge.

Not so long ago, a certain large company in another field turned to the manufacture of radio. In this other field, the concern had an enviable reputation, and the manufacturer attempted to capitalize on this reputation in his advertising. Strongly entrenched for years in another line, it seemed advisable to build the radio business on the foundation of its past and present reputation. Consumer and dealer copy stressed the high standing of the company, but for some reason things did not go well. It was whispered in the trade that the sets were not a success. The kick-back percentage was too high, and the time came when the company saw the light and unloaded. Expensive models were advertised for a mere song, and a period of reorganization ensued. Whatever bugs may have existed in design were taken out, and recently the company has started again with the right foot forward, and in a big way. It is interesting to note that the new advertising is strictly product copy and that reputation has been given a back seat. The company learned, from experience, that the public buys the set rather than the name of the maker. While it values reputation, the product must support it.

#### You Must Have Reputation Before You Can Advertise It

The lesson is clear. To impress the general public to the degree expected, the manufacturer who advertises reputation must actually have a powerful standing in the field and the product to back it. Thus the Radio Corporation of America may safely talk of reputation whereas the smaller manufacturers would do better to stick to the product type of copy. Even R.C.A. blends both, for this great organization knows that it must advertise and talk about the things the public buys.

Manufacturers are sometimes inclined to forget that consistent advertising of itself establishes reputation and keeps it fresh in mind. The very fact that an organization is represented week after week, month after month and year after year in a commanding way establishes confidence. And particularly is this true in the industrial field where buyers are super-critical of results. The machine or equipment that cannot stand the gaff cannot continue to exist, for industry is exacting in its performance de-mands. The consistent advertising of Atwater Kent, for example, has built confidence in the minds of the general radio buying public and throughout the trade. hectic periods when new concerns were dropping by the wayside, Atwater Kent never relaxed. The advertising, itself, indicated the stability of the product and built reputation.

It is possible out of this discussion to form the conclusion that often the reputation factor in advertising, when it is over-stressed, is due in part to what must be called, quite frankly, the vainglory of the advertiser. Reputation, being a priceless asset, often is staged for the satisfaction of the manufacturer who sees in such advertising copy the culmination of per-

sonal achievement.

In the ranks of industry are countless companies whose founders started in a small way. Many of them arrived in this country years ago from Sweden, Germany and other continental countries where methods of precision and manufacture have always held a Starting in high position. modest way, the business has grown and been handed down. Many of the largest machine tool establishments, for example, in the metal working field, have expanded from a tiny blacksmith shop. Today, the grandson of the village blacksmith is the head of the company, and a picture of gran-dad hangs on the wall in the room devoted to the board of directors. In the conference room is likely hung another picture of grandfather as he stepped off the gang-The funny little hat he plank.

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#### STARTING JULY 7th-

New Sunday Magazine Section in

#### LA NACION

This Sunday magazine Section will replace the Literary and regular Rotogravure Section — beginning with July 7th issue of LA NACION.

Printed in rotogravure it will contain (exclusive of covers), twenty-four pages, size 42x29 cm., or approximately 11½ x 16½ inches—5 columns to a page. Both the back and inside front covers have been sold for an entire year. Also, page thirteen—which is the first advertising page acceptable in the magazine.

It is fully expected that as a result of this far sighted move on the part of LA NACION to maintain and increase its leadership, the Sunday circulation will exceed the 300,000 mark.

Ask for rates on inside cover and regular page position. Sample copy gladly sent on request.

LA NACION carries regularly more display advertising in all classifications than any other daily in Argentina. This leadership is due to superior results!

Editorial and General Offices in the United States:

W. W. DAVIES
Correspondent and General
Representative
383 Madison Ave., New York

United States Advertising
Representatives:
S. S. KOPPE & CO., Inc.

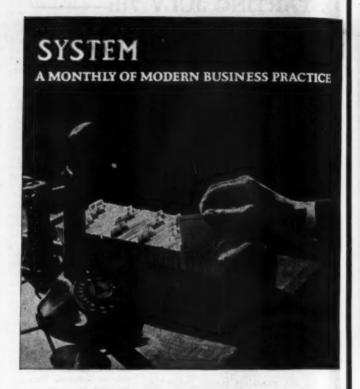
Times Building New York Telephone: Bryant 6900

Extraordinary Pulling Power-Superior Coverage-Prestige

## LA NACION

of Buenos Aires

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#### MANAGEMENT

The Field of System

BUSINESS, broadly divided, comes under two heads—administration and management. Administration is concerned with policy, with external forces; management, with methods, control, the organization of internal forces.

Management is the division of business served by

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by

System. Its readers are the operating executives of the various departments—sales, credit, personnel, accounting, purchasing.

System is a guide book for these managers—these men who are responsible for getting things done. It is closely fitted to their needs; it points out new methods, tells how the daily tasks of business management are being done at decreased effort and expense.

The operating executives are the actual buyers of much of the equipment, the methods and appliances for cutting business corners, saving business time, accelerating business generally. Beyond their importance to the advertiser as the buyers for business, they are unusually responsive to advertising appealing to their personal progress.

System is needed, appreciated in its field. Natural demand carries the circulation to new levels every month, evidence of the growing importance of this publication to the managers of business—and to the advertisers of business merchandise.



A McGraw-Hill Publication

#### OFFICES

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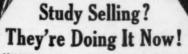
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"W HAT many farmers need to do is to study selling, and then put a little of what they learn into practice. . . . When that time comes, the country as a whole will be better off, and the farmer will earn the profit that

belongs to him."—Printers' Ink Weekly, Apr. 4,1929. For more than ten years, dairy farmers of the New York City Milk Shed have studied selling intensively. And they have set up a selling organization that does a gross business of more than \$82,000,000 a year. They also publish their own paper so that every member may be supplied with authentic market news.

This farmer-owned dairy paper is the DAIRYMEN'S LEAGUE NEWS. Through it, you reach the most prosperous farm families of the East at a very moderate cost.

Sample Copy and Rate Card mailed on request

THIS
MAP
SHOWS
"THE
NEW YORK
CITY
MILK SHED"

DAIR/MEN'S NEWS

II West 42nd Street, New York. W.A. Schreyer, Bus. Mgr. Phone Pennsylvania 4760

> 10 S.LaSalle Street, Chicago. John D. Ross, Phone State

3652

wore is an object of reverence. Is it any wonder that company pride in achievement expresses itself in reputation" copy? The temptation to indulge is strong.

Reputation is a word that covers many possible factors and before it is stressed it is well for the advertiser to consider which of its several meanings applies to his in-

dividual case.

Thus reputation may mean honest dealings. It may mean finan-cial stability. It may mean service. It may stand for performance. It may distinguish promptness of shipment. Sometimes it may be expressed by close precision, or it mean quality. In every established company, one or more of such points is outstanding and if reputation is to be featured, it is good business judgment to determine clearly along what particular line reputation has been made. The appeal then, may be made specific instead of general. Industry responds more willingly to specific facts, whether reputation or performance of product are the subjects discussed.

#### Danger of Leadership

It is right here that industrial advertisers are often prone to be led astray in their thinking and planning. Finding themselves in a leading position, the temptation is strong merely to state the fact that they are leaders rather than to emphasize the factors that won them this leadership. The buyer in industry pins a lot of faith on the reputation of the companies with which he does business, but it is reasonable to suppose that he is vitally interested in the concrete things that built the reputation in he imposes confidence. Hence, in advertising copy, if reputation can be linked directly with product or service the advertiser benefits accordingly. Industry asks two questions always, and asks each of them with a single word-Why? and How?

A short time ago, the International Combustion Engineering Corporation felt that it had a duty to perform for its affiliated companies in strengthening the reputa-

tion of these companies as leaders in the field of modern combustion practice. The parent organization took upon its shoulders this responsibility and ran a consistent series of double-page spreads in a number of the leading industrial publications. Exerting a worldwide influence, the problem was to feature reputation in such a manner that the presentation would mean more than mere words. Wisely, the parent company viewed the achievements of its subsidiaries as copy material, realizing that the stories of these achievements would strengthen reputation and prestige. Great power stations costing millions of dollars were selected from strategic world-wide locations, and formed the basis of approach. From Japan, Australia, England, South America and other countries these evidences were chosen as examples of the acceptance given to the work of the affiliated companies in the International Combustion family. An artistic touch was lent to the copy by the employment of photographs typical of the cities in which the plants were erected. In this manner, world-wide influence was featured in tangible form, supported by interesting facts regarding the installation. The copy, while specific, was dramatic and painted enough of the international atmosphere to impress the reader with the tremendous influence and scope of the organization. "Whereever stacks of great industrial power plants rise," read the copy, "there you will find, in far-flung corners of the earth, the influence of associated companies in the family of International Combustion." Subsequent copy described the installation in more detail.

Reputation is not of necessity the exclusive property of large organizations, for the smaller company that specializes along some one branch of industrial activity finds in reputation a valuable argument. It is a truism that the closer the specialization the more highly developed becomes reputation, provided something of definite value is offered.

Industry's march is ever forward, for the wheels do not stand

Jul

still in the "Workshop of the World." In the laboratory, on the experimental floor and on the job, the watchword is advancement. Methods of yesterday yield to the improvements of tomorrow. The cry is for faster production, economy of manufacture, the saving of labor and releasing workmen for France more important tasks. whispered the magic word, "Rayon"-and the whole silk industry changed. Single operation machine tools, while fitting into certain proper places, yielded to the automatic with its many multiple-cut-Transportation ting operations. needs built our subways and created the bus industry, in which \$500,-000,000 is today invested in rolling stock. Inventions and improvements change production methods.

The chemical reaction in a single test tube may write a new page in history for some process industry. Boiler capacities, undreamed of a few short years ago, are revolutionizing the trend of power plant practice. The pace is swift-ter-

rifically so.

Into this melting pot, what chance has reputation that points merely to length of business existence? Who cares how long a concern has lived if it is not shown that it is awake to progress and geared in ideals and facilities to keep abreast of the times? The thing that counts most in industrial reputation is progressiveness: the knowledge transmitted to the industrial buyer that the organization has served well in the past and is awake to the necessity of improvements in order to serve well in the future.

The Erie City Iron Works caught this idea when they dug back into old company records and proved that in pre-Civil War days the company was serving the needs of industry with engineering service and advice. That it did not stop there is to its credit, for with such proof it coupled the story of its presentday equipment and proved that time had strengthened the value of such service. And this is building reputation on a sure foundation.

Mr. Earl of the Freshman company is right. Old-established reputation counts for but little in industry if a company depends solely on its past. What was accomplished a decade ago is only a stepping stone toward what is being accomplished today; a record to be proud of, it is true, but interesting to industry only as industry sees in it the indication that its newer demands are being met with advanced methods and improved

equipment.

A good reputation, fought for and won, is beyond value in goodwill and the confidence it inspires. Industrial advertisers may well use it as a background against which to paint the picture of service ren-dered today. That they can afford to depend upon it exclusively is logically open to question. Performance counts the most in the mind of the industrial buyer; not the performance of a quarter of a century ago but the performance of today. As a foundation upon which to build product copy, reputation has a vital place in industrial advertising. Company regard past traditions should never blind an organization to the fact that while industry is appreciative of an honorable record, and takes such record into consideration when buying, it demands to know what it may expect today and tomorrow from service or product.

#### L. M. Bazell Starts Advertising Business

Bazell—advertising is the name of a new-business started at Pittsburgh by L. M. Bazell. He was formerly ad-vertising manager of the Kaufmana-Looby Company.

#### Advanced by Chicago "Tribune"

Vernon H. Pribble, manager of the radio department of the Chicago Tribuns, has been placed in charge of the radio activities of Station WGN, of that city, which is operated by the Tribuss.

#### Alfred Stanford with Blackman Agency

Alfred Stanford, formerly with the Wales Advertising Company, New York, has joined The Blackman Company, ad-vertising agency of that city, as a copy writer.

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## MAMMAMMAM

THE ST. PAUL DISPATCH-PIONEER PRESS

## GAINS 774,000 LINES

DURING THE FIRST 6 MONTHS OF 1929 OVER THE CORRESPONDING 6 MONTHS OF 19281

THIS 774,000-line mark is the result of a constant monthby-month gain in 1929

REPRESENTING a preference of both local and national advertiser, it proves Dispatch-Pioneer Press supremacy in addition to establishing St. Paul market prosperity as a fact

St. Paul Dispatch - Pioneer Press

General Advertising Representatives
Los Angeles, San Francisco, New York, Chicago, Detroit

MMMMMMMMM

#### S. N. P. A. Meets

THE twenty-seventh annual meeting of the Southern Newspaper Publishers Association was



John S. Parks

held at Grove Park Inn, Asheville, N. C., on July 4, 5 and 6. The convention, which had a record attendance, was presided over by John A. Park, of the Raleigh Times, in the place of Colonel Robert Ewing, of the New Orleans States, president, who was unable to attend because of illness.

The outstanding event of the convention was the passing of a resolution against the ownership of newspapers by power companies. The resolution was prepared by Colonel Ewing and was presented by his son, John D. Ewing, of the Shreveport Times.

The principal address of the convention was made by J. A. Blondell, of the Baltimore Sun. His subject was "Budgeting." As treasurer of the Sun, he explained the budgeting system under which his newspaper operates, his talk being followed by a number of questions from the floor which he answered. O. C. Harn, managing director of the Audit Bureau of Circulations, discussed circulation methods.

A series of topics relating to various activities in newspaper publishing came up for discussion. In these topics the editorial department representatives took a prominent part. W. E. Gonzales, editor of the Columbia, S. C., State, evoked a demonstration when he made the following statement: "The paper which caters to every whim of its advertisers may start out with more circulation than its competitor which speaks straight from the shoulder, but the paper which has convictions will always command the respect of the people." W. R. Elliott, Jacksonville Times-Union, was chairman of the topics program.

John S. Parks, publisher of the Fort Smith, Ark., Times-Record was elected president of the association. Colonel Ewing was elected chairman of the board. Walter C. Johnson, Chattanooga News, was elected treasurer. Cranston Williams was re-elected secretary-manager.

Members of the board of directors include the following: Alabama, V. H. Hanson, Birmingham News; Arkansas, K. A. Engel, Little Rock, Arkansas Democrat; Florida, L. C. Brown, St. Petersburg Independent; Georgia, Clark Howell, Jr., Atlanta Constitution; and

Kentucky, W. B. Hager, Owensboro Inquirer and Messenger; Louisiana, L. K. Nicholson, New Orleans Times-Picayune; Mississippi, L. P. Cashman, Vicksburg Post; North Carolina, W. C. Dowd, Jr., Charlotte News; Oklahoma, E. K. Gaylord, Oklahoma City Oklahoman and Times, and

South Carolina, F. C. Withers, Columbia State; Tennessee, J. G. Stahlman, Nashville Banner; Texas, J. L. Mapes, Beaumont Enterprise and Journal; Virginia, J. P. Fishburn, Roanoke Times and World-News; and West Virginia, J. H. Long, Huntington Advertiser and Herald-Dispatch.

Walter Savory, of the Mergenthaler Linotype Company, as usual, was in charge of the annual golf tournament. Low gross honors went to E. Brown, Jr., Memphis Commercial-Appeal. John D. Ewing, Shreveport Times, won second low gross and F. M. Hearon, Spartanburg Herald, third.

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## Omaha Records BROKEN!

In May 1929 the Omaha World-Herald broke all Omaha records (held by itself) in local display, national display and total advertising

#### DETAILS:

The World-Herald gained 25% over May, 1928. The increase was 276,556 lines; the other paper lost 28,364 lines (not including 82,180 lines carried in the American Weekly).

The World-Herald's lead over the second paper (excluding advertising in the American Weekly) was 89%.

The World-Herald printed 72% of all the advertising placed in the local newspapers by Omaha's 12 largest retail advertisers.

#### THE OMAHA WORLD-HERALD

May net paid-132,096 daily; 133,711 Sunday

NATIONAL REPRESENTATIVES O'MARA & ORMSBEE

New York

Chicago

San Francisco

Los Angeles

Detroit

#### What the Aspiring Ad Man Should Know

Here Is a Young Man Who Wants to Advertise Airships, and Wonders What Personal Equipment Is Necessary

Cincinnati, Ohio.

Editor of PRINTERS' INK:

I wish to secure a position in the advertising department of some good airplane manufacturing company. Are the opportunities offered in this field enough to justify me taking a course in avia-tion? I should appreciate any advice or information you could give me.

HE question brought up by this young man is similar to that perennial, frequently discussed in PRINTERS' INK, having to do with whether a salesman can know so much about his merchandise that he has difficulty in selling it. As such, his inquiry will doubtless bring forth some decided reactions both for and against his taking a course in aviation as a preliminary to advertising work in that line.

We wrote this aspiring advertising man a personal letter trying to advise him as to what he should do. But the proposition is one of such general interest that we concluded a brief discussion of it here might be beneficial to many others who are contemplating entering the advertising business. Presumably our correspondent will not object, inasmuch as his name is being withheld.

gentleman If this ambitious should make a sufficient investment in time and money to give him a working acquaintance with designing, making or even flying airships, he would, of course, find it a helpful asset in advertising themthat is, he would if, with this knowledge, he could combine some merchandising vision and some practical experience in the mechanics of advertising.

We do not know how old or how young he is; how much or how little he knows; or whether he has any real foundation upon which to build an advertising career. The only thing to do, then, is to consider his problem in a general way.

Our inclination in this case is to advise him not to take the aviation

course. If he is of the student type (and if he isn't he has no business in advertising) he can learn from others enough about airships to enable him eventually to advertise them intelligently. We like to look upon an advertising man's function as being largely one of telling what the experts know. In a manner of speaking, he is what might be termed a glorified reporter who tells to potential customers the news about his merchandise. If he has the news sense, if he has what somebody has called the "advertising heart," he need not know all the details of making the goods as a preliminary to selling them.

In every great business organization there are experts who know just about all there is to be known about certain things. Take, for example, a house such as Sears, Roebuck & Company. On the Sears staff are men who have made lifetime studies of dry goods, shoes, food products, clothing, drug sundries, home furnishings and so on. it were necessary for Sears, Roebuck's advertising manager to have an intimate working knowledge of these and the remaining numbers in the multitude of lines carried by that house, there would be no advertising manager.

But he does not need to have this Whenever he expert knowledge. wants to know anything, all he has to do is ask somebody and the answer is his at once. His job is to act as the medium through which merchandising experts many lines can tell their stories to the consuming public. All this he translates into the language of selling; he is the point of contact between the man who knows merchandise and the one who buys it.

When an advertising worker proceeds along this line for a while he is going to learn something. His knowledge may be more or less superficial; he hits the high spots, missing many or most of the

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smaller details. But what he learns is practical and usable. Many of the really great advertising executives of the country have grown in just this way.

We assert, therefore, that a general knowledge of merchandising is more important to the advertising man than specific and intimate knowledge of the merchandise. Must a man know how to make a pair of shoes before he can adver-

tise them effectively? The answers are almost unanimously in the negative. The same principle, it seems to us, unquestionably applies to airships. If the advertising manager in this latter line is a good reporter, if he has the news sense, if he has an understanding mind, he need not worry. If he knows selling he can sell airships. For an airship after all is a piece of merchandise.—[Ed. PRINTERS' INK.

#### What Groucho Says

Eight Conferences Plus Team Work Equals One Contented Advertising Agency Client

WHAT'S that? The great importance of the account executive? Dominating factor? General director of client's service work? Forget it! Everybody's errand boy, that's what Groucho is.

Boss shouts about team work. "Copy writer, art director, research man, account executive—latter of course the guiding spirit tuning the genius of the creative and mathematical minds into that harmony known as a good campaign." Then the boss runs away and plays with his own toys.

A conference, coupla conferences, seven or eight conferences. Jones, writer, says: "White bread is the Beau Brummel of foods. Show it in the best homes." Smith, art director, says: "Nobody has pictured a boundless sea of waving golden wheat—not for years. Back to nature will be advertising's next style move. Let's anticipate it." "You're all wet," says Research Thompson. "The average bread consumption per family in Niantic is equal to the fuel energy of eighteen tons of bituminous coal in Peoria. Have a smoke stack in your background and lead right in. 'Fuel for the body engine.' See?" "Don't know but what you're right," says Jones. "Blah!" says Groucho.

That took four conferences. Fuel for the body finally abandoned for display of "Big Nugget Loaf—Presto Bread." Show the product. Some killjoy meanwhile suggested that everybody knows that bread is something to eat.

Copy? "Proteins!" shouted

Thompson. "Can't make a picture of a protein," objected Smith. "Happy faces of well-fed children," suggested Groucho. "Marvelous!" said all, "they'll mistake it for Coca-Cola and it'll be sure to go big."

Three more conferences on this.

No agreement.

Boss was consulted. "Team work, boys! Work it out among you."

Then Jones wrote some copy about "Bread, the Universal Food." Good stuff, too. You see we finally got down to food. Showed it to client.

"Don't you people ever put any serious thought into your work? Can't you get something new? Now I'll give you a real idea; back to nature, ripe golden grain." "We had that up and canned

it."

"Well then how about the protein richness of wheat bread?"

"Canned that, too."
What a business! That client will take any idea, or lack of idea, if it has eight conferences back of it, Otherwise we are not "giving serious thought" to his business.

And how does Groucho justify his high standing as an "important account executive"? How does he justify his munificent yearly stipend?

That's easy. I see to it that the eight conferences are held, and that the boss is satisfied that team work is our middle name. The only guy who gets abused is Old Man Overhead.

Groucho.

as

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for

## ---and Now Comes the Fourth Generation



This annual event attracts thousands of proud parents to see from 700 to 1,000 boys and girls in every conceivable costume, pass in review, competing for substantial awards.

This colorful spectacle is just one of the many projects that have contributed to gaining and holding the friend-ship of 8,886 members of the Junior Pantagraph Club.

#### Gaining the Good Will of the Buyers of Tomorrow with

Bi-Monthly Birthday Parties Christmas Jubilee Model Airolane Contest Junior Pantagraph Dramatic Club Two Weekly Junior Pages Annual Pet and Costume Parade

## The Baily Pantagraph

BLOOMINGTON, ILL.

Representatives: CHAS. H. EDDY CO., New York, Boston, Chicago

#### Pinching Pennies Out of Unnecessary Forms

The Great Northern Railway Is Saving \$55,000 Annually as a Result of a Business-Form Housecleaning

#### By Donald A. Laird

Director, Psychological Laboratory, Colgate University

'HE demands for accurate facts in the management of business reached a high point only a few years ago. There are many indications, however, that this idea of getting the facts reported regu-larly on definite forms has run away with some executives who confused lots of forms with good

management.

The result in many sectors of the industrial world is that departments are practically being ported to death," as an office man-ager of the Corn Products Company expressed it not long ago. This office manager became some-what suspicious of the real need for some of the reports he was asked to prepare for other executives. He confidentially instructed some of his clerks not to send certain reports to some of the executives who had been in the habit of asking for numerous reports at stated times. This sensible trick demonstrated that a great many of the reports which had demanded considerable clerical time and expense were not being put to any use, unless we may call them useful if they made the executive's desk and wall look high-powered!

The demand for facts in guiding the details of business is to be highly praised. But, like letterheads, report forms seem to be one of the things over which executives quickly lose some of their common sense. The mania for re-ports, reports, and more report forms reached such a stage in one company in the Middle West that a few years ago, when a vice-president in charge of sales was curious to know when out-going mail was posted and phoned the office manager to inquire, he started the ball rolling for a nice new report

The man in charge of sales sim-

ply wanted to find out if a letter which had been collected from his desk had been posted, since he wanted to make an addition to it. But the office manager enjoyed working on type layouts and took the telephone call so seriously that he designed a clever little form and delegated a clerk to keep daily records of the hour, minute, and second at which mail left and to see that the form was delivered to the desk of the casual inquirer every morning. The vice-president's secretary requisitioned a special binder for these forms and they are kept neatly stored away in a binder with gold stamping although the executive has less use for them than he has for the menu of last Wednesday on the Leviathan.

#### Three Classes of Forms

Forms have been divided into three classes: Those that are useful and interesting; those that are interesting but not useful, and those that are neither interesting nor useful. It is little short of appalling how time, energy, and money can be wasted by continuing reports which were useful just once but which are now a matter of routine on a two-color rag-paper form. An attractive type arrangement with rulings in a vividly contrasting color may keep the forms in the second class, but that priceless asset is little excuse for continuing them.

When business tightened in 1920, one of the first things the Firestone Tire and Rubber Company did to curtail expenses was to take a critical look at its forms. This resulted in the elimination of enough unnecessary forms to reduce the statistical department from thirtyfive people to three. This was guided by Mr. Firestone's estimate of the nature of management which

follows: he has expressed as "When one gets his business into too many departments with heads, those heads begin to departmentalize their own departments and just as naturally the head of a big department has to imitate the higher executive and do nothing but direct. Gradually an organization is worked up, second to none in its division of duties. It seems that a duty is never faced without dividing it and then inevitably the men begin writing letters to one another. know of no better way of fooling oneself than writing inter-office communications and asking for reports. A man can keep himself busy that way all day long and completely satisfy his conscience that he is doing something worth while.

Today the policy in the Akron offices, where 2,000 office workers are employed, is to eliminate, rather than introduce, forms. Charts and forms by the hundreds have been abolished, and in Mr. Firestone's own words: "It takes a brave man to suggest a new form around our office.

The Great Northern Railway recently spent \$4,679 on a committee which eliminated, recast, and reduced in size the 3,000-odd forms the railroad was using. This resulted in a saving of \$55,000 a year. This is a recurrent saving repeating itself year after yearunless someone gets the bug for bigger and better forms, whereupon another committee may have to be convened. This saving includes just the paper and printing in the forms and does not cover the tremendous saving in direct labor expense that goes into filling out a

This tremendous waste labor expense is illustrated by a sales form the Hupp Motor Car Corporation used for several years and dis-continued a few months ago. One man was kept busy on this one form most of his time. It showed the slightest details of model and even wheel equipment and went to directors and several executives daily. A little thought revealed that only a small portion of the vast wealth of information carefully recorded on the form was used, and the form was simplified to contain just the useful and the labor time was reduced to one hour.

Several of the criteria used by the Great Northern committee can be widely applied in other places, even in household expense books. which represent another element in this form craze.

Principle number one is to discover why the form started.

Number two is to ascertain if the facts or figures on the form are duplicated elsewhere.

And, for number three, ask yourself: Can this form be merged with another?

To save on printing cost every

form should also be looked over carefully to ascertain how much it can be reduced, on how cheap paper it can be printed, if it can-not be reported half as often as it now is, if plain black printing cannot take the place of colored rul-

And, above all, there is the crucial question as to whether the business would suffer in the least if the form were entirely discontinued.

The committee of the Great Northern examined 3,679 forms. Slightly more than 10 per cent were entirely eliminated forthwith. Twenty per cent more were eliminated by consolidation with others, and half were revised to take less space, less trouble in filling in, and to be more satisfactory and useful in every respect.

The little detail of brightly colored ruling lines quickly runs into unnecessary expense of considerable magnitude and should be watched in this desirable reformation of forms. The Retail Credit Co. revised twenty of its forms and saved \$2,000 a year by leaving off the colored rulings.

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One of the largest electrical concerns in the world pinches many pennies out of its forms which are used within the plant by running the printing clear to the edge of the form, and saves still further by leaving off the name of the com-pany. In contrast with this, just recently I saw a wonderful set of forms used by a small electrical contractor in a city in southern New York. I would almost be willing to wager that he used more

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forms than the larger manufacturer does, and every one of his forms is on letter-size paper and at their top twenty-four square inches of paper is used to emblazon the name of his firm. This is impressive on first sight, but tremendously wasteful. And to cap matters, the contractor has fewer total employees than the big concern has vice-presidents. But he read an article once on forms in business and applied it with a vengeance.

#### Heads National Better Business Bureau

LFRED C. FULLER, presi-A dent of the Fuller Brush Company, Hartford, Conn., was elected president of the National Better





elected at the meeting were William A. Hart, vice-president, and C. W. Banta, secretary-treasurer. Mr. Banta, who is vice-president of The Bank of America, was re-elected. Mr. Hart. who is director of advertising for E. I. du Pont de Nemours & Company, Inc., Wilmington, succeeds Lewis G. Harriman, president of the Manufacturers & Traders-People Trust Company, Buffalo, who remains a member of the board.

A review of the accomplishments of the Bureau in relation to all phases of business was embodied in a report presented to the directors by Edward L. Greene, general manager. He stressed particularly the fact that the National Bureau has developed new operating features for both financial and commercial work which it is prepared

to apply during the coming year. These features are included in an intensified program to combat financial fraud in co-operation with all agencies now engaged in fighting financial schemers as well as in a more direct method of advertising control in the commercial field which will benefit the legitimate advertiser and the public.

#### American Plans for Berlin

Program Lists Speakers

The following Americans will participate in the program of the Berlin convention of the International Advertising Association August 12 to 15, according to Gilhert T. Hodges, chairman of the program committee: Senator William E. Borah, Senator Arthur Capper, Grosvenor M. Jones, chief of the finance division of the Bureau of Commerce; H. V. Kaltenborn, Brooklyn, N. Y., Daily Bagle; Philip L. Thomson, Western Electric Company and president of the Audit Bureau of Circulations; Edward A. Filene; Honorable James A. Beba, International Germanic Trust Company, New York; Waiter A. Strong publisher Chicago Daily News and chairman of the board of governors of the International Advertising Association; Lester L. Gardner Aeronautical Industries, Inc., and Louis Wiley business manager New York Times: Mrs. Christine Frederick, Applecroft Experiment Station; Francis H. Sisson, vice-president of the Guaranty Trust Company, New York; Bennett Chapple, American Rolling Mill Company, Middletown, Ohio, and John Benson, president, American Association of Advertising Agencies.

In addition, Dr. Albert Einstein, propounder of the relativity theory, will speak before the convention on "Rthics in Advertising," having accepted the invitation of Dr. Hans Luther, former German Chancellor, who is actively supporting the convention plans at Berlin. Program Lists Speakers

#### Lydia E. Pinkham Account to Newly Formed Agency

The Lyd's E. Pinkham Medicine Company, Lynn, Mass, manufacturer of Lydis E. Pinkham's Vegetable Compound, etc., has placed its advertising account with the Northeastern Advertising Agency, Inc., which has been newly organized at that city. Officers of the new agency are: Charles H. Pinkham, president; Donald R. Pinkham, vice-president; Lydis Gove, treasurer, and Mary Pitman, assistant treasurer. treasurer.

#### New Account for Paris & Peart

The American Cereal Coffee Com-pany, Chicago, packer of cereal coffees, has appointed Paris & Peart, New York Advertising agency, to direct its adver-tising account. Newspaper and outdoor advertising will be used.

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#### Johnson & Johnson Cited for Price Maintenance

THER than the name of the respondent, there is nothing particularly new about the order recently issued by the Federal Trade Commission ordering John-Johnson to discontinue maintenance of resale prices of one of their products. The ruling of Commission concerns itself solely with Johnson & Johnson's toilet and baby powder. The company is ordered to cease and desist from following a policy or system of resale price maintenance for this power embodying the following procedure:

1. Entering into contracts, agreements or understandings with dealers to the effect that this product will not be sold by dealers for less than the minimum resale price

specified by Johnson & Johnson.
2. Procuring, either directly or indirectly, from dealers their promise or assurance to observe and maintain this resale price.

3. Acting upon reports or communications from dealers concerning sales by other dealers at prices below this fixed level.

4. In any manner seeking the cooperation of dealers in the maintenance of resale prices specified by respondent.

#### A New Note

All this is very much the same as similar orders issued against other manufacturers. There is what may be a new note, though, in the Commission's conclusions. This appears in the following sen-tence: "The practices of the respondent, as set out in these find-ings of fact, prevented its retail dealer customers from selling respondent's talcum powder at such lower prices as might be deemed by them to be warranted by their respective selling costs and by trade conditions generally, and thus suppressed and prevented competition between retail dealer customers in respect to said product."

That remark would seem to warrant thorough analysis.

#### Organize Odol Company of America

America
The Odol Company of America has been incorporated in Illinois to manufacture and sell Odol, a mouthwash and dentifrice which has been manufactured in Europe for nearly forty years, in the United States. The new company has established executive offices in Chicago and a factory in New York.

Andrew Coburn, vice-president of the Kling-Gibson Company, Chicago advertising agency, is president of the Odol company. Other officers are S. V. Horton, also of the Kling-Gibson agency, secretary, and J. P. Hook, treasurer of the Calumet Steel Company, Chicago, treasurer. treasurer.

The product will be put on the market in the East probably in August, with general distribution starting in the fall.

#### Death of F. A. Wilson-Lawrenson

Frank A. Wilson-Lawrenson, formerly publisher of the Atlanta Georgian-Amer-scon, died last week at New York. He was in his forty-sixth year. Mr. Wilson-Lawrenson was, at one time general sales manager of the

Mr. Wilson-Lawrenson was, at one time, general sales manager of the Welch Grape Juice Company, Wentfield, N. Y., and, later, vice-president of the National Carbon Company, Inc., New York. Recently he had been vice-president of the Southern Mortagae & Guaranty Company, Chattanooga, Tenn. Mr. Wilson-Lawrenson was a former president of the Advertising Chub of New York. He also served as Food Administrator of New York City during the World War.

#### H. F. Perkins, President, International Harvester

Herbert F. Perkins has been elected Herbert F. Perkins has been elected president of the International Harvester Company of America, Chicago, to succeed Alexander Legge, who resigned to become chairman of the new Federal Farm Board, at the appointment of President Hoover. Mr. Perkins joined the McCormick Harvesting Machine Company in 1809 and has been with the Company in 1898 and has been with the Harvester company since its organiza-tion. He has been first vice-president for the last seven years.

#### Machinery Account to White & Parton

The Goslin-Birmingham Manufacturine Gosin-Birmingham Manutactur-ing Company, Birmingham, Ala, maker of machinery for the paper, oil and sugar industries, has appointed White & Parton, Inc., New York, advertising agency, to direct its advertising account. Business papers are being used.

#### Appointed by Florida Growers

The Florida Plumosus Growers Cooperative Association has placed its advertising with Loomis, Bevis and Hall, Inc., Jacksonville and Miami, Fla., advertising agency.

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#### —and common sense.

The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients.

MULHENS & KROPFF, INC., No. 4715 Glycerine Soap and other Toilet Products
1913 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 THE YALE & TOWNE MANUFACTURING COMPANY, T'ALE Links and Hardware
1914 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 THOS. A. EDISON, INC., The Religions 1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 PARAMOUNT FAMOUS LASKY CORPORATION, Paramount Platures 1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 WHITING PAPER COMPANY, Writing Papers 1918 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 TERMINAL BARBER SHOPS, "Where the Promise it Performed" - '28 '29 THE TEXAS COMPANY, Toxaco Petroleum Products 1920 '21 '22 '23 '24 '25 '26 '27 '28 '29 s. W. FARBER, INC., Adjusto-Lite; Farberware 1920 '21 '22 '23 '24 '25 '26 '27 '28 '29 BRILLO MANUFACTURING COMPANY, INC., Brillo 1921 '22 '28 '24 '25 '26 '27 '28 '29 EDISON STORAGE BATTERY COMPANY, Storage Batteries 1925 '26 '27 '28 '29 PUBLIX THEATRES, INC., America's largest chain of motion picture theatres 1926 '27 '28 '29 KOLSTER RADIO CORPORATION, Kelster Radie 1927 '28 '29 G. CERIBELLI & COMPANY, Brieschi 1927 '28 '29 THE GEORGE W. LUFT COMPANY, INC., Tanges Lipstich and other beauty aid: 1927 '28 '29 McKESSON & ROBBINS, INC., Pharmacoutical and Toilet Proparations 1928 '29 ROYAL TYPEWRITER COMPANY, INC., Typewriters 1928 '29 JULIUS KLORFEIN, Garcia Grande Cigari 1928 '29 DE FOREST RADIO COMPANY, De Forest Audiens 1928 '29 NORTON DOOR CLOSER CO., Dur Clusers 1928 '29 I. OLLENDORFF CO., INC., Ollenderf Watches 1928 '29 A. & M. KARAGHEUSIAN, INC., Rugs and Carpets 1929 THE BRANDES CORPORATION, Brandes Radio 1929

## Hanff-Metzger

Incorporate

#### Advertising

Organized, 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York



REINFORCEDat

#### SEVEN REASONS WHY THE IMPROVED COLUMBIAN CLASP ENVELOPE IS STANDARD

- 1. Made from extremely tough, flexible stock.
- 2. "Scotch seams"—they never give.
- Clasp of malleable metal that resists breaking.
- 4. Clasp anchored to envelope at all points through double thickness of paper.
- Hole in flap patch-reinforced with fibretough patch. Lines up with clasp every time. Inspection at factory makes certain of this.
- 6. Identified by name "Improved Columbian Clasp" and size number printed on lower flap of each envelope.
- 7. Thirty-two stock sizes, to fit practically any job without making to order.

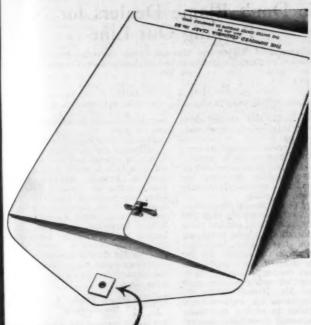


FIBRES Photomicrograph showing the finety matted fibres which compose Improved Columbian Class stock. The microscope is only one of the many precise instruments whose scrutiny this stock must pass eat of inforci

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EDat the danger point

77HEN the old-fashioned mother put patches on the at of her boy's trousers she was infercing them at the danger point.

We apply that old-fashioned, natical principle exactly on the p-hole of the Improved Columin Clasp Envelope. The hole is e danger point. We remove the anger by giving it a patch reinpreement of fibre-tough stock. sult-knot-hole toughness that sists tearing in the mails. This sture, plus the envelope's tough

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rock. only ecise scrupass. yet flexible paper, its sturdy clasp, and "Scotch seams" that never give, makes it the ideal mailing envelope.

Your printer or stationer can deliver the Improved Columbian Clasp Envelope in 32 stock sizes-to fit practically any job.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes SPRINGFIELD, MASSACHUSETTS

With thirteen manufacturing divisions covering the country

OLUMBIAN CLASP ENVELOPES

#### We Don't Blame Dealers for Not Pushing Our Line

Manufacturers of High-Priced Seasonal Goods Shouldn't Expect Their Dealers to Carry Large Stocks and Be Enthusiastic Throughout the Year

#### By John J. Walsh

Secretary, Langenberg Manufacturing Co. (Front Rank Steel Furnaces)

M R. NICHOLS' article\* about the Wisconsin hardware merchant who refused to carry in stock any article costing him more than \$15, touches on a problem with which we, in common with all warm air (please don't say hot air!) furnace manufacturers have

long been grappling.

Most of us can see our side of the picture more quickly than that of the other fellow, and are prone to place all the blame on anyone but ourselves. Thus, manufac-turers blame the retailer for not selling more of their goods, and retailers in turn blame the manufacturer for selling to the chain stores. Mr. Nichols thinks the solution is to use business-paper advertising to educate the dealer into becoming a merchant; and undoubtedly this would help. In the article in the same issue of PRINT-ERS' INK beginning on page 92,† a report of the address of C. H. Walker, of the Philip Carey Company, tells how his company has actually spent real money to convert dealers into merchants. Fine! But, as Mr. Walker himself admits, the practical result has been to push the sale of what amounts to a side-line at the expense of other articles having far more potential profit.

Both theories, in my opinion, lose sight of the fact that the retail dealer, at least in the building field, is seldom a specialist in one line of merchandise, but more or less of a general storekeeper handling a number of related items no one of which alone is sufficient to make him a good living because no

one of them can be sold throughout the year.

In order to develop this thought, I will drop the discussion of retailers in general and confine myself to a field in which I am more familiar, namely, retailers who handle warm air furnaces. Furnaces are marketed primarily by tinsmiths, or, as they prefer to be called, "sheet metal contractors." Where hardware, implement, or lumber dealers handle furnaces, they either have a completely equipped tin shop in connection, or sometimes sublet the installation of the furnaces to some tinner in the same town.

#### Local Furnace Dealer Is Also a Manufacturer

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This is because the furnace as it is shipped from the factory is not the complete heating plant which goes into the home. It is merely the unit in which the fuel is converted into heat in usable That furnace must be inform. stalled by the local dealer (tinsmith) in connection with a system of air ducts to convey the heat from the basement where it is generated to the upper parts of the house where it is needed. The local dealer in the furnace field is really more or less of a small manufacturer himself. In some cases he fabricates all of the sheet metalwork in his own shop from flat sheets bought direct from mills or jobbers; in other cases he purchases the sheet metal parts knocked down and puts them together on the job; in still other cases he merely replaces an old furnace with a new one, making no change in the installation.

This detail is necessary to illustrate a point or two wherein the furnace industry differs a bit from

<sup>&</sup>quot;Notice to Chains: Please Take Away Our Business," by G. A. Nichols, PRINTERS' INK, June 20. '"Making the Dealer a Salesman, Jumps Sales."

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most. For instance, due to the fact that every building has its own individual floor plan, it is impossible to advertise a standard price for heating systems. You can't reach up on a shelf and wrap up a complete heating installation for a five-room house. Hence, many people who come to buy a furnace with no idea of the real cost, shy away from it when they learn it costs more than the \$150 or so they had vaguely associated with it.

Again, often—far too often—the details of the heating installations are left in the hands of dealers who are without more than a rule-of-thumb knowledge of heating engineering. Result, the installation is not well planned, and the manufacturer's product (through no fault of his) fails to give the satisfaction for which it was designed.

#### Price Cutting Is Common

Furthermore, because of the two aforementioned problems-the lack of a definite price consciousness on the part of the public, and the lack of correct engineering knowledge the part of many dealerssuch dealers after setting a fair price in the first place yield to the prospect's expressed or implied opinion that it should cost much less, by cutting the price. Result, an installation in which the air ducts are reduced in size (and price) to the point where most of the heat stays in the basement and little, if any, finds its way upstairs. Or the dealer loses money on the job, which process, repeated often enough, makes him a poor credit risk. Frequently a combination of both results takes place.

Another bit of background should be sketched in, and then the picture is more or less understandable to those outside this industry. The furnace business is very seasonal. Printers' Ink has published many articles on the futility of trying to cross public opinion rather than going along with it, and we, in the furnace business, have about come to the conclusion that the only way to make the public buy furnaces twelve months in the year is to change the seasons so that each month of summer will

be immediately followed by a month of winter; which, we are sure, is beyond the power even of advertising. In a word, probably 75 per cent of all furnaces are bought and installed between September I and Thanksgiving Day. Jack Frost is far and away the best furnace salesman. Therefore, it is necessary for most all furnace dealers to be something else besides, unless they want to fold their hands for nine months in the year.

Here, then, is the cause of the problem spoken of in Mr. Nichols' article so far, at least, as furnaces are concerned. Why should the furnace dealer stock up and pay for furnaces in January when he can't turn his money until fall? If the furnace manufacturer doesn't want to give him a fall dating on carloads shipped earlier in the year, then it's just too bad. So far as the dealer is concerned, he doesn't have to buy a carload. He doesn't even have to sell furnaces, because he is busy with other lines most of the time anyway, and only handles furnaces because people need them, and there is nobody else in town who can do the installation work. We think that is a fair statement of the mental attitude of the average small dealer in heating systems, and we do not doubt that a similar attitude is back of the problem of many other manufacturers who make a seasonal article costing the dealer more than \$15 laid down in his store.

The solution obviously, as Mr. Nichols asserts, and as Mr. Taylor, in common with other furnace manufacturers, realizes, rests with the manufacturer and not with the retailer. Other industries have had similar, or at any rate, just as stubborn, problems to solve, and have solved them.

What is the answer? Perhaps we can find it by elimination. Obviously, it is not to get the dealer all "steamed up" over the idea of spending the greater part of his time selling furnaces (for example) at the expense of the other departments of his business, because he will soon find that he is not making as much money as he was led to believe he would. Nor

SPEAKING OF NET PROFITS

# HAVE YOU NOTICED THAT MONEY IS LOSING ITS SIDEBURNS

NO LONGER is purchasing power associated with whiskers. More and more of today's ready money is cleanshaven—young!

Among men in the age group from 25 to 45 there are only six less executives per hundred than in the 45 to 65 age group formerly monopolizing such positions of affluence.

And this new moneyed generation is a sales puzzle, as manufacturers are discovering.

Understand them—meet their pace—and they out-speed any market you have known. But address them in the tempo of yesterday and they promptly take their needs and enthusiasms to some other advertiser who is speaking the language of today—or better still, of tomorrow.

Many products, now misjudged, simply need re-focusing in the modern manner. Young buyers demand it; older ones may have been waiting for it longer than you suspect.

With nation-wide facilities for market study, this organization enables advertisers to build better sales on the figure-facts of business.

#### FRANK PRESBREY COMPANY

ADVERTISING...WICkersham 8200 247 PARK AVENUE - - NEW YORK CITY is it in loading him up with more stock than he is likely to move, because, as Mr. Taylor admits, the result is usually that the manufacturer holds the bag in the shape of a long past due, and often uncollectable, account.

It seems to us that the solution lies in the recognition of the fact that this business (always speaking of furnaces) is and always will be largely seasonal; that the dealer's year naturally divides itself into certain parts fixed by custom and climate, and that to attempt to overlap these divisions by artificial stimulation of unseasonal products merely creates an unbalanced condition, which, while it may temporarily profit one industry, results in injury to another.

To be more specific, and again referring to the kind of dealer who installs furnaces, his year breaks down into about the following parts: During the winter when outside sheet metal work cannot be done in quantity, the backbone of his business is, or ought to be, accessories to heating plants, such as heat regulators, oil burners, furnace fans, air filters, etc. Most people when they build don't have enough money for such extra conveniences, and it is only after they realize what they are missing that they can be sold on them. Obviously, the time when they realize this is during the heating season.

During spring, as soon as the weather settles, the outside sheet metal work comes along; repairing of gutters, etc.; and sheet metal work on new buildings, including cornices, skylights, etc. Later in the spring, and early summer, when furnaces are no longer in use, the furnace repair work begins. People who have burned out grate bars or need new smoke pipes, or heavier repairs, generally call up the dealer who installed their furnace, and have the repairs done before they leave on their annual summer vacations.

Then follows the fall with its rush of new furnace installations. Immediately after the first cool snap in September, usually between the fifteenth and twenty-first, the telephone rings merrily in every furnace dealer's shop in the land,

and the procrastinators "cuss" because they get the busy signal. From then on during the Indian Summer, furnaces are installed as rapidly as the material can be assembled and the men complete the work. If the season could only last longer, more furnaces could be sold and installed. That this is no joke is evidenced by the fact that in those years where zero weather holds off a few extra weeks many more furnaces are sold. Although 63 per cent of the winter follows New Years Day, most folks would rather put up with a crippled furnace than risk the possibility of a day without heat while a new one is being installed.

#### Joint Advertising Campaign Needed

Now, it seems to me that, recognizing these facts, the manufacturers and jobbers who supply the with their materials should get together in a joint advertising campaign to help the dealer move more of their goods during the particular season of the year when they naturally are moved rather than by trying to induce them to push unseasonal goods. Perhaps that is what Mr. Nichols had in mind. Perhaps that is what the Philip Carey Company is doing.

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To show more clearly what is meant, the dealer we have been considering is certainly far from being a merchant; usually having less than an eighth grade education, he has generally graduated from the "bench" of the mechanic after saving a little money, and decides to go into business for himself. He knows nothing about merchandising-probably does not even know what the word means-and follows the line of least resistance, which usually is price cutting to get some of the established business, until he either goes broke or causes his competitors to do so. Obviously, there are plenty of latent prospects for every dealer; but they must be warmed into the "hot" class by some means. Here, it seems to me, the advertising and sales promotion of the manufacturer should center.

If, for example, a greater demand for metal cornices as against 20

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those of other materials can be created, it is evident that both the dealer and the manufacturer will profit. If, instead of waiting for the home owner to call him up and tell him that his furnace needs repairs, the dealer can be induced, with the help of systematic advertising, to keep in touch with all furnace users by offers of a free inspection, he can not only create more business for himself but more ior the furnace manufacturer. (Lest it might be thought I am advocating the recommendation of repairs where no need exists, or the condemning of a furnace which could be repaired, so that a new one might be sold, I make the point that the average home owner forgets all about his heating plant during the summer, and often doesn't realize it is in need of repairs until he begins using it the following fall, so that the repair business thus resulting interferes with and prevents the installation of new furnaces, because of the lack of sufficient number of skilled men to do all the work needed during the short fall season).

Not to burden the discussion with unnecessary detail, I have merely sketched a few of the possibilities where concerted advertising on the part of the manufacturers can help an industry, which is one of those that is wofully underadvertised, provided it is carried on with a broad view of the actual situation as it exists.

The average dealer, I think, is ready to co-operate with the manufacturer, who shows a real knowledge and understanding of the dealer's problems; but not with the one who selfishly expects him to push only one type of goods at the expense of all others in his stock.

There remains, of course, the problem of the individual manufacturer who must maintain a fairly even production without much hope of a correspondingly even sales curve. He must store his products for the greater part of the year, either in his own warehouse or in rented warehouses scattered throughout the country, or through the rather dubious expedient of storing them "rent-free" in the dealer's warehouses by granting

long terms which practically amount to a consignment. This problem, I think, is really at the bottom of the other one I have just discussed. Until a solution of it is found, manufacturers of seasonal products will hardly care to spend money helping other manufacturers to sell their products, and the result will be a continuation of the turns of the season of the support of the season of the

turmoil we have now. Does the solution lie in the consolidation of related industries, so that the resulting company will manufacture the same products as the dealer sells? Perhaps some-thing can be done along these thing can lines, yet the equipment required for the different lines is so varied that the problem would not be solved so far as the individual factory unit is concerned. Does it lie in the jobbing of outside contract work, such as castings for the foundries, or steel fabrication in plants of the steel furnace manufacturers? Something along these lines has been and is being attempted, with fairly satisfactory results, yet many of the manufacturers are located in small cities where contracts at profitable prices are not so plentiful.

It is a real, honest-to-goodness solution of this problem that we are still seeking.

#### C. H. Thomas Joins "Nation's Business"

Carroll H. Thomas, Cash, Chicago advertising agency, has joined the Chicago advertising staff of Nation's Business. Washington, D. C. He was, at one time, advertising manager of Factory, now Factory and Industrial Management, Chicago.

#### Moore Pen Account to Hoyt Agency

The Moore Pen Company, Boston, manufacturer of fountain pens, pencils and deak sets, has appointed the Charles W. Hoyt Company, Inc., New York advertising agency, to direct its advertising account.

#### Appoints Campbell, Lowitz and Whiteley Agency

The Lukutate Corporation of America, New York, health foods, has appointed Campbell, Lowitz and Whiteley, Inc., advertising agency of that city, to direct its advertising account.

# 37% GAIN OVER 1928 47% OVER 1927 55% MORE

For the Fourth Successive Year

#### **Advertising Volume Beats** All Previous Records

TN the first six months of 1929, advertisers have again invested more money in THE PROGRESSIVE GROCER than any similar period in our history. The records show 37% more than 1928, 47% more than 1927, 55% more than 1926 and 80% increase over the volume of four years ago.

The trite truth is that THE PROGRES-SIVE GROCER fills a real need in the grocery field. With a total circulation of more than 75,000, it reaches the leading grocers everywhere in the United States, all the wholesalers, the brokers handling packaged merchandise, the buying headquarters of every chain store system, and is doing a sound merchandising for an increasing number of manufacturers who have ideas or merchandise to sell the grocery trade.

TRADE DIVISION

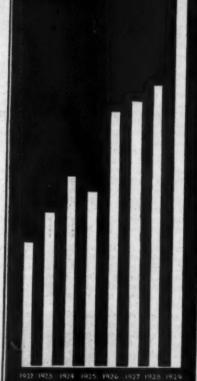
THE BUTTERICK PUBLISHING COMPANY 79 Madison Avenue, New York

July 11, 1929

PRINTERS' INK

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#### Oils, Greases and Perfumes—All One to a Good Salesman

An Answer to: "Is Sales Ability Overpaid?"

By D. S. Cowling

SOME years ago I got tired of working the New York territory for a motor oil and grease company, and began to cast about for a job that would take me out on the road. Eventually, a friend steered me to a big importing house which traveled men all over the United States. Bright and early one brisk November morning I walked in and asked the president for a job.

After some talk he leaned back in his chair, laced his fingers across his comfortable stomach, and said: "Well, the only possible opening we have is in the perfume depart-

ment."

"That's perfectly O. K. with me," I said, although actually the

idea wasn't pleasing.

"What makes you think you can sell perfume, when your experience has been with oils and greases —an entirely different field?" the

president asked,

"I know I can sell perfumes because I can sell oils and greases," I answered with far more confidence than I really felt. "I know how to sell, and that's what counts, whether it is grease or perfume you are selling."

Ancient, bromide stuff, if you will, but it got me the job, and I've been in that field ever since. The president was a gentleman of the old school who believed that 90 per cent of effective selling is due to the salesman. Modern business has got a long way from that idea, but there is lots of truth in it yet, and there always will be.

For selling is a profession that must be learned just as the profession of driving the Twentieth Century must be learned by Mr. Knapp's engineer. And selling is paid more than engine driving because fewer men have the ability to learn to sell as it should be learned than can learn to drive an engine as it should be driven.

Let us continue the comparison a bit further. This president could expect, if his judgment were vindicated, more money for himself and his employees and the firms from which he bought and the firms to which he sold from my efforts than he could expect from the efforts of somebody else who perhaps had not so thoroughly learned the business of selling. If the president knew of a salesman he could send out on my territory who could get more business than I could, he would be justified in paying him more money than he would pay me. because that salesman would bring in more money for everybody all down the line.

Perfection in selling is never attained, while perfection in engine driving can be more nearly reached. The engineer who consistently brings his train safely in on time with the minimum consumption of coal and wear and tear on the equipment is as near perfection as human ingenuity can accomplish with the present equipment. Every step in railroading is taken with the ultimate object of eliminating the human element as far as possible. And as machines replace men, the value of men goes

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down accordingly.

It will be said at once that selling policies in certain instances tend the same way. We have seen that tried out in the toilet goods industry. Certain old-line houses, feeling that the demand for their products was so firmly established and so well braced by national advertising, let go their salesmen who were drawing comparatively big money, and replaced them with youngsters to whom they paid \$35 and \$40 a week to go around and

Mr. Cowling's contribution is in reply to an article by G. Prather Knapp published in the June 27 issue of PRINTERS' INK under the title: "Is Sales Ability Overpaid?"



Interesting

#### ... and photographs will tell your story too

PHOTOGRAPHS talk to our appetites. They say "delicious," "pure," "wholesome"......Your most enticing words, placed side by side, could never tell the tale so temptingly.

When you use photographs the glance instantly gets your message and your meaning. No need for wearying words, longwinded explanations. And most important of all, the mind does not give battle to the evidence

d lof the camera. Instinctively you have faith in photography. You know that the print is not just a "pretty picture," but the real thing. Capitalize on this natural receptiveness by using photographs to build believability.



Your copy of How to Use Photographs in Your Business is ready. Your local commercial photographer will gladly hand it to you; or write Photographers Association of America, 2258 Euclid Ave., Cleveland, Ohio



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collect the orders. But it didn't work. Buyers who had been in the business for many years resented the implication that they had to have the merchandise of these houses, and took the lines as lightly as the manufacturers apparently did. Newer houses, struggling for a foothold in this crowded market, found excellent salesmen available at whatever figure they felt they could afford, and taking them on they soon found their line showing a good business in the best stores in the country.

I can perhaps show that by another personal reminiscence, if you will pardon the perpendicular pronoun. Some years after I had left my first job in the perfume industry to take another line with a house that gave me better towns, I found myself with a little extra time and decided to cover a few of the smaller towns that I had covered with the first line. Paducah, Ky., was one that particularly stands out in my memory. I opened five new accounts for the house I was then with on that trip, very largely on the strength of the friendships I had formed there with my first line. Those buyers were willing to believe that what I had to offer them was worthy of their attention because they had confidence in me. It is the same with the consumer. A woman buys a new coffee at her regular grocery or a piece of furniture at her regular department store because she has faith in those stores.

It would be one more step nearer mechanical perfection if we could reach point 4 that Mr. Knapp outlines in his article—"any house which has reason to feel that it will lose a single customer by the death, resignation or dismissal of a certain salesman to reorganize its production, price service and advertising policies, especially its production and service"—but so long as human nature is what it is, I doubt that we can attain it.

The fact that I would rather buy my car from Jack and my shirts from Bill, makes Jack and Bill worth more to their respective houses if enough other people feel the same way that I do about them than any number of machines, and Jack and Bill are not "real selling wizards" by any means. They are just good, average fellows, but I like them, believe what they tell me, and I go to them for my purchases.

I am afraid that I take the locomotive engineer for granted. He is part of the equipment that I use when I go to Chicago. He does not, cannot, produce business where no business was before, and that fact is what brings the fat checks every time.

#### Death of J. C. Feeley

James C. Feeley, with the Capper Publications for the last thirty year, died at Moline, III, last week. For the last ten years he has been advertising counsellor, with headquarters at Chicago, of all the Capper publications. Previously he had been manager of the New York office of the Capper organization and, later, manager of the Chicago offices.

Mr. Feeley was at one time, advertising manager of the Topeka, Kansas, Capital. He was fifty-six years old at the time of his death.

#### With Williams, Lawrence & Cresmer

R. A. Claypool, for eight years space buyer with the Johnston-Ayres Company, Inc., San Francisco advertising agency, is now with the recently opened Los Angeles office of the Williams, Lawrence & Cresmer Company, publishers' representative. J. B. McKee, formerly of the Pasadena Star-News. and Earl Couch, formerly of the Los Angeles Times, have also joined the company's Los Angeles office.

#### H. A. Tarantous Elected by "Automotive Daily News"

Harry A. Tarantous, for the last four years business manager of the Automotive Doily Newts, New York, has been elected vice-president and a member of the board of directors of that publication.

#### Walter Lopeman Joins Fuller & Smith

Walter Lopeman, formerly advertising manager of the Medusa Portland Cement Company, Cleveland, has joined Fuller & Smith, Cleveland advertising agency.

The American Multigraph Company, Cleveland, has taken over the selling rights in the United States and all foreign countries of the Set-O-Type, manufactured by the Typographic Machines Company, Dayton, Ohio.

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#### SPACE BUYERS! ACCOUNT EXECUTIVES!

Your Fall Schedules in Syracuse, N. Y., should go to the

#### SYRACUSE JOURNAL

#### Thereby reaching-

the greatest possible number of housewives, professional men and women, factory workers and prosperous people generally through the use of one medium.

the cultivation of 75% of the families in Syracuse through home coverage

the presentation of advertising messages to the greatest number of families in Syracuse suburbs reading one Syracuse newspaper

#### AND OBTAINING-

the greatest advertising value for each dollar invested

All of these "Good Things" are desired for their clients by every agency. In Syracuse all ARE obtainable through the

#### SYRACUSE JOURNAL

National Representatives:

#### RODNEY E. BOONE

General Manager National Advertising

9 East Fortieth St., New York City

CHICAGO OFFICE:
H. A. KOEHLER
929 Hearst Bldg.

ROCHESTER OFFICE: FRED H. DRUEHL 14 Franklin St. BOSTON OFFICE: J. J. CREMMEN 5 Winthrop Sq.

PHILADELPHIA OFFICE:
D. N. WHITING
Fidelity Philadelphia Trust Bidg.

DETROIT OFFICE: FRANKLYN S. PAYNE 12-230 General Motors Bldg.

#### CONGER & MOODY

San Francisco

Los Angeles

Member International News Service, Universal Service, Audit Bureau of Circulations and Media Records

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### There is a "Millionaire Market"

### A circulation for which there is no substitute

If your logical market is to be found among people of more than ordinary means—if you sell the rich man's playthings or necessities—you can be sure your advertising message will be seen and read by the greatest number of such people if it appears in The Barron Group—The Wall Street Journal; Boston News Bureau; and Barron's, The National Financial Weekly.

Here is a circulation for which there is no substitute—a circulation of national scope which exists solely because of the vital importance of the daily news and trends in Wall Street to its readers. Advertising placed here reaches the greatest number of people of more than ordinary means when they are reading for dollars and cents reasons. These are the people who have the most to spend as individuals on luxuries and necessities.

There is a "millionaire market" - and here it is!

A blanket rate covering all three papers of The Barron Group

This rate will be quoted to advertisers or advertising agencies upon application.

Address either: Paul Howard, Advertising Manager of The Wall Street Journal,

4- Broad Street, New York City, or Guy Bancroft, Advertising Manager of

Boston News Barcan, 30 Kilby Street, Boston, Massachusetts

#### The BARRON GROUP

The Wall Street Journal Boston News Bureau

Barron's, The National Financial Weekly

#### What About Hats?

Another Under-Advertised Industry Which Seems to Be Getting Ready to Start Something

#### By Roy Dickinson

I F everybody had the same opinion about men's hats as Adoiphe Menjou, screen star, the men's hat industry would be sitting pretty. This handsome hero of the movies talked to a gathering in New York of 600 hat dealers, manufacturers and people who sell to the makers of

hats, a few weeks ago and told them all that every man should have at least a dozen hats. Adolphe, as a matter of fact, had with him an armful of his own hats which he uses in his business of being one of the best dressed men in the movies. These he exhibited to the hat men, putting them on one by one. He had high hats, low hats, black hats, brown hats, gray hats and caps. Each had its own peculiar function. Each, as he proved, was essential to the being of the well-

groomed actor. Mr. Menjou aroused great applause when he bewailed the fact that America is a nation of badly hatted men, while England outhats us on every occasion.

In the end he blamed the hat manufacturers for this bad state of affairs and recommended that the hatters themselves should start wearing hats. If the man who makes or sells hats persists in wearing the same hat for most occasions, what will become of the dozen-a-season hat program? If there were more Adolphe Menjous there would be no hat problem. Unfortunately, the American man is underhatted.

Vacuum cleaner makers have advertised to men. So have the

makers of other household appliances. The roofing makers have urged men to assist builders in selecting varicolored shingles for the roof. The dollar in the pocket of the modern American man has been wheedled by many industries. But the hat manufacturers have

never been noted for telling the American public what Adolphe Menjou told them at their dinner.

It is, in a sense, unfair to blame the hat manufacturers for not doing sufficent advertising or to try to tell exactly how much money they are spending. It has long been a custom in the hat industry for makers to do a great deal of advertising for the retailers who carry their brands exclusively. The manufacturer may make a definite proposition to a re-

tailer who handles his brand exclusively that he will contribute 50 per cent, even more in some instances, of all the retail advertising which the exclusive distributor uses during the year. Even at that, the number of hat advertisers is somewhat limited. Their appropriations do not compare with other industries where the article advertised is not so essential or so well known. What advertising has been done has usually been competitive in nature.

With the foregoing facts in mind, the following figures of men's hat advertisers for one spring month this year will give an idea of the picture of the field. The figures are from National Ad-

vertising Records, published by the Denney Publishing Company, of New York, and include a study of space used in eighty-nine national publications. Here is one month:

	To	tal Cos
Advertiser	of	Space
Crofut & Knapp	Co	\$ 2,000
Dunlap & Co		11,500
Hodshon Co		650
Knox Hat Co		11,500
Mallory Hat Co		11,650
Scotts		100
Stern Hat Co		225
John B. Stetson C		

That is the whole advertising record in eighty-nine publications for this great and essential industry during the month when the new spring styles are out. In the whole list of 411 large national newspaper advertisers published by the Bureau of Advertising of the American Newspaper Publishers Association, only one hat advertiser is listed and that is Mallory.

Again it should be stated that the amount spent by manufacturers in advertising for the dealer is not represented. Even at that, no one can accuse the hat manufacturers of being big or even adequate ad-

vertisers as an industry. We have observed the interesting advertising which has been done by Mailory, Knox and others recently. The Mallory advertising especially, which suggested two different types of straw hats for the well-dressed man, has been of the sort which definitely goes out to create new business. The Knox advertising also has always been noted for its constructive attitude. Many other individual concerns might be cited as having done excellent advertis-ing, but as an industry men's hats have been decidedly under-adver-tised. Straw hats as a whole have been better advertised than felt hats, it seems to this writer. The recent full-page advertising in New York papers which suggested straw hats for coolness and cited Mayor Walker as being a man who always wears the right hat on the right occasion and by other methods in-terested the New York public in the idea of buying a straw hat, was well conceived and executed. It ran for one week in full-page space in New York City news-papers and was instituted by a

group of manufacturers in conjunction with a number of hat retailers and chain stores selling straw hats in New York.

One of the prime movers in this campaign was Fletcher H. Montgomery, president of the Hat Institute and head of the Knox Hat Company. Most people believe that Mr. Montgomery and his Hat Institute will be the means of dragging the hat industry out of the doldrums. Doldrums in this case is used in somewhat of a figurative sense when compared with other industries which have been moving quickly forward toward their objective of increased sales. For, like the men's shoe industry, which as shown in these pages a few week ago\* has been losing \$103,-000,000 in potential sales because of a loss in per capita consumption, the hat industry has had a somewhat similar experience.

#### A Decrease in Fur-Felt Hats

While the chart on page 144, taken from the census of manufactures, does not represent reports from the whole industry, it does show many interesting things. For example, there has been a 30 per cent increase in the population of men thirty years of age and over since 1909. During the same period of time the dozens of furfelt hats sold by manufacturers has decreased 42 per cent. If the furfelt hat industry had merely kept pace with that portion of the population it would be 72 per cent greater in output and sales than it is at the present moment. Straw hats have done better. The line on the chart which shows their value indicates that straw hats have almost kept pace with population.

Other industries which have shown several hundred per cent increases in sales and value of manufacturer's products since 1909 make the position of the men's hat industry look very bad by comparison. It is generally agreed among hat men and other observers of industrial conditions that the makers of men's hats are not now getting their full share of the consumer's dollar. Young men are going

<sup>&</sup>quot;Take Shoes, for Example," PRINTERS' INK, May 23.

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#### When You Advertise In New England—You Must Include Vermont

Vermont is not a single crop, single industry state.

It is bound to be prosperous because its crops vary from maple to dairy products and its industries from all kinds of wooden articles to marble and granite products.

#### VERMONT ALLIED DAILIES

Barro Times
Burlington Free Press
Brattlebero Reformer

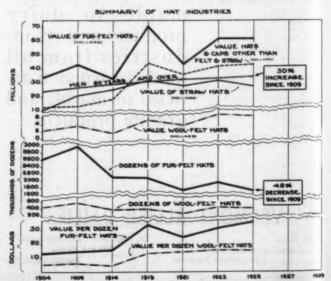
St. Johnsbury Caledonian-Record Rutland Herald Bennington Banner

without hats. The older men are not buying a sufficient number of hats. Some of the money which is being saved by the young men who go without hats is undoubtedly being spent for radio tubes, payments on automobiles and for the products of other industries which have been more aggressive and which have advertised more extensively. No one realizes the necessity for more concerted action than the hat manufacturers themselves and they are starting things in order to make the production chart of the whole industry look entirely different in the years ahead.

In the past there have been many group organizations in the hat business, each of which did excellent work for their respective groups but which lacked the force and strength of a united association marching up the broad highway leading to increased profits. That statement is part of an article by Fletcher H. Montgomery appearing in The American Hatter in which he outlines some of the things which the new group in the hat industry hopes to bring about during the coming years. He

points out that the present co-operative movement started some six years ago when the National Association of Hat Manufacturers was formed. At the beginning of the year the Hat Institute also was formed, which is an organization embracing all branches of the industry.

One of the first things which the Hat Institute is starting to do is to make a complete survey of what really is happening to the consumption of hats in this country. fur-felt hat manufacturers are now contributing to the secretary of the Hat Institute monthly reports on production, orders accepted, unfilled orders, surplus bodies on hand, the amount of fur on hand and on contract and other factors relating to general trade conditions. These reports are being combined, summarized and charted by secretary who sends each member a record of the total, showing each individual manufacturer his own figures, his own percentages as compared with the industry's totals and the trends in his own business as against the trends in the totals. A similar reporting system is going



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# CHAIN STORE REVIEW

Vol. 2

Fifty Cents

No. 7

#### Food Products Manufacturers

—can now buy that portion of CHAIN STORE REVIEW'S circulation which is read by Chain Food Store Executives and Buyers.

CHAIN STORE REVIEW will give more circulation to Chain Food Store Executives and Buyers than any other publication.

It will give this circulation for less money per thousand and less money per page than any other publication attempting to reach this field.

For information write or phone -

Chain Store Review, Inc. 1732 Graybar Bldg., New York City



### This film proved the value of educational movies

A few months ago, the Butterick Publishing Company commissioned Pathéscope to plan and produce a film which would show independent grocers how to improve their merchandising. To do this job, no other method presented the remarkable possibilities of a movie.

In making this film, Pathéscope was able to demonstrate in a practical, graphic way the difference between effective and inefficient store management. Modern stock and counter arrangements, merchandise displays and window trims of proven effectiveness were presented in actual store settings. Only modern, successful merchandising methods were shown. The film has already had many showings in nearly every state. And everywhere, it has met enthusiastic reception.

An Effective New Sales Story For Your Own Service or Product

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Somewhere in your sales promotion or educational publicity there is a vivid, dramatic story which can be featured with new emphasis in an industrial movie.

Let Pathéscope study your problem and submit plans. The Pathéscope Company is equipped to produce your film from scenario to final prints. It will develop for you a sales movie that takes your story straight to the customer—that is bound to get and hold the prospect's interest—and that explains your product or your process as words can never do.

Write for information. We are always glad to submit tentative plans and estimates on request.

THE Pathéscope CO.

Executive Offices: 35 W. 42nd St., New York City Laboratory: Pathéscope Blag., Long Island City

MOTION PICTURE AND STILL FILM PRODUCTION

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to be started by the straw hat manufacturers some time in August. Mr. Montgomery looks ahead for the hat industry in the following statement in his article:

It is inevitable that each industrial group must become efficiently organized to meet competition for the consumer's interest. It is now a case of copper against zinc, brass pipe against iron, cigarettes against seets, one class of building material against another, rayon experts the cotton and wood against another.

cigarettes against sweets, one class of building material against another, rayon against silk, cotton and wool against each other. Each of these industrial groups is organized for the good of the whole, without, however, restricting individual initiative or disturbing the economic operation of fair and open competition in the slightest degree.

Old ideas and prejudices are bound to go whether we like them or not. The greatest obstacle to success is lack of knowledge, and a trade organization must become a clearing house of research and information in order that each member may possess all the facts on all phases of the industry's business. An intelligent man so enlightened will not make many serious blunders and competition will become a matter of service and enterprise instead of deception and subterfuge. A man essaying to do husiness in the industry without

service and enterprise instead of deception and subterfuge. A man essaying to do business in the industry without this vital information will doubtless find himself seriously handicapped.

To meet competition for the consumer's dollar from these other groups you will need the services of experts and the experts in your line of business are your competitors, all of whom must consult frequently through your trade organizations. organizations.

That seems to me to be an excellent summing up of the new competition and a new angle on the much-discussed subject of what to do about competition within the industry. As Mr. Montgomery points out, competitors are also experts in the line. Each individual manufacturer knows something about details of the industry which his competitor may not know. If a whole industry is to make a sound and constructive effort to increase its total volume, ideas and information must be exchanged between so-called competitors who in the broader sense are not competitors at all, but all interested in the same result-more money spent for more hats by more men.

Co-operative advertising is also being considered by the Hat Institute for Mr. Montgomery in his outline of proposed work calls attention to the valuable results of such advertising in other fields and then says:

To ascribe the rather astonishing growth of some of these industries wholly to the effect of association ad-vertising would be folly, but in each case the industry itself has had its market sense stimulated to an alert ap-preciation of all possible chances of creating more business.

No one hat company is strong enough to bear the burden for the entire in-dustry and the work of publicizing the hat wardrobe idea, the color ensemble idea, the creation of style consciousn s<sub>1</sub>, the smoothing out of the seasonal buying peaks into an evenly distributed buying habit in men's hats as it is in women's headwear—this is the work for the whole industry and will be done by the future Hat Institute by means of co-operative advertising,

For the immediate future the hat manufacturers through their institute and its secretary are going to try to find out exactly where they stand, where they need more effort, just what is happening to the buying and selling of men's hats in various localities. A complete research job is the logical preiude to any co-operative advertising. Securing such information as the following will be one of the first steps:

"A knowledge of (1) unit and dollar sales of hats; (2) percentage of men's headwear sales to other merchandise in the store; (3) unit sales of hats in the three main retail price classes; (4) data on the most popular sizes and styles; (5) the degree of ownership or interest in the store by any manufacturer; and (6) reports every Monday on week-end business, volume, type most in demand, etc."

#### Mr. Montgomery continues:

Mr. Montgomery continues:

The manufacturers in this future Hat Institute will report regularly to the secretary what percentage of their business is received from each State of the Union. This territorial analysis will disclose only percentage, but from it each member will know what markets are weak in demand for the industry's product, thus suggesting concentration of effort in quarters where demand is lagging.

Members will be able to know, at regular intervals, the facts with respect to the percentage of distribution through chain stores, through wholesalers and direct to retailers.

There will be full and complete data for the use of any concern contemplating entering any branch of the hat industry, to show what are the prespects for success in that division of the business. They will be informed what the total business amounts to ard how many firms have entered that field and failed.

It will not happen frequently that capiat will not happen trequently that capi-tal will be invested in the business without a knowledge, secured from the trade association, of conditions in the industry. Thus failures will be re-duced and neither production nor dis-tribution will become overcrowded.

tribution will become overcrowded.

It may even be possible to analyze fluctuations of price and of stocks on hand of raw materials so that forecasts may be made of possible future movements of the raw material markets to inform each manufacturer when to buy and when not to buy.

In short, every concern in the industry will adjust its internal conditions as best it can to known factors in the industry's business as represented by data compiled and published by the Hat Institute.

Hat Institute.

When it is discovered just what territories are weakest in sales of hats per unit of population, special pressure can be applied to those spots when and if the money for a real promotion campaign is raised.

Thus it will be seen that the men's hat industry is going to start from fundamentals to get ready for broader markets. It intends to make it easy for a retailer to know if there is room for a new hat store in one city, to warn him away from another locality, to furnish manufacturers with the sort of information which will enable them to go after business where potentials are greatest. The figures at present available are shown by the previous chart and those which follow indicate how great the task and the possibilities are. The present census figures divide hats into four subdivisions: fur-felt, woolfelt, straw, and hats and caps other than felt, wool-felt or straw. The first and the last subdivisions are the only ones which are exclusively men's or boys' hats. The straw hats represent both, and wool felt represents mostly women's hats, and most of these are imported.

For the whole industry a figure of \$160,600,000 is given. As an estimate, let us assume that \$120,-000,000 represents the value of all men's and boys' hats produced in the United States. There are approximately 40,000,000 males At that wear this production. At that rate the per capita consumption is a little more than one domestic hat a year.

If the hat manufacturers are going to make this consumption approach anywhere near the quota set by Adolphe Menjou, they have a long distance to go. Perhaps a large individual increase in the hat advertising appropriations of the leaders in the hat industry would

co-operative advertising campaign in the offing would have a good effect, especially if the hat retailers would co-operate as well as the retailers of men's shoes have done.

The whole situation in the men's hat industry makes it look as if there were many new advertisers to be developed among the nonadvertising manufacturers, for it is sure that from now on the makers of men's hats will be thinking more as a unit about more sales and bigger markets than ever be-The motive power to take the industry into the harbor of bigger sales and better markets is more aggressive sales and advertising.

#### New Account for Fertig Agency

The Solitaire and Furmoto Chemical ompany, New York, manufacturer of The Solitaire and Furmoto Chemical Company, New York, manufacturer of Solitaire aboe dressing, has appointed The Lawrence Fertig Company, Inc., advertising agency of that city, to direct its advertising account. New-papers and business papers will be used.

#### Guy Baker with Lee E. Donnelley Agency

Guy Baker, formerly advertising manager of the Kaffee Hag Corporation, Cleveland, and, more recently, with the H. N. White Music Company, of that city, has joined The Lee E. Donnelley Company, advertising agency, also of Cleveland, as an account executive.

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#### Earl Beatty Joins Rhodes & Leisenring

Earl Beatty, formerly in charge of the New York office of The Irving V. Koch Company, has joined the Eastern staff of the Rhodes & Leisenring Com-pany, publishers' representative, New pany, publishers' York and Chicago.

#### Lady Esther Account to Blackett-Sample-Hummert

The Lady Esther Company, Chicago toilet preparations manufacturer, has ap-pointed Blackett-Sample-Hummert, Inc., of that city, to direct its advertising account.

The Non-glare Bed Light advertised successfully in

MESSRS. Louis Dernier & Hamlyn, Ltd., 23. Newman St., London, W.1, write as follows, under date April 10, 1929:

- Prior to using your Journal as an advertising medium we had heard from many authoritative sources of the great value of 'PUNCH' for selling high-class goods. This we now endorse from experience.

Advertisement Manager,

- It is difficult for manufacturers not dealing direct with the Public to assess the value of various advertisements, but you will be interested to know our representatives have been repeatedly told by retail houses of sales to customers who SAW IT IN 'PUNCH.'
- "We are convinced that 'PUNCH' is the right medium "for advertising the right article."

### PUNCH"

The Paper that is England MARION JEAN LYON



#### PRIZES for Sales Contests PREMIUMS for Dealers, Clerks, Consumers, Agents

10. Fleet Street, London, Eng.

#### Complete Individualized Services

Individual catalogs to fit every need. Costumers pay only for prizes and premiums actually ordered out and delivered, guaranteed against loss or damage. Details attended to in our establishment, without bother to clients. Shipments made under labels of customers. These facilities are now available to a few additional concerns of standing. State nature of business.

#### Let Others Tell You About Us

Booklet No. 6, "Expert Testimony," reproducing letters of endorsement from:

Lover Brothers Co. The J. B. Williams Co. Sheffield Milk Co. Union Supply Co. (U. S. Steel Corp.) World Star Knitting Co. International Magazine Co. (Hearst Publications) McCormick & Co. and scores of other nationally known companies

Information sent by mail upon request. No representative will call without an invitation. Attach coupon to your letterhead and mail.

THE PREMIUM SERVICE CO., Inc. E. W. PORTER, President 9 West 18th Street, New York City

NAME													*	*		*	*			,
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#### Include These Services

- 1 Experienced Showmanship.
- 2 Wealth of Exclusive Talent.
- 3 Complete Musical Library.
- 4 Program Staff of Musical Experts, Continuity Writers, Program Supervisors, Technical Experts and Announcers.

The purpose of our organization is to assist you agency men in utilizing the broadcast medium for your ellents.

#### JUDSON

RADIO PROGRAM
CORPORATION
Steinway Building

Steinway Building NEW YORK CITY CHICAGO OFFICE Tribune Tower

Chleago, Ill.

#### Teach Advertisers to Select Advertising Agents—Not Plans

(Continued from page 6) we know to our cost who have tried to persuade him to a course we feel is the better one. But there is no need of confirming him in that belief by saying to him in effect: "Look at this plan. If you think it a good plan (and you, of course, are a good judge) then I am a good agent."

Agents should work together to see that advertisers select agentsnot plans. It is the advertiser's prerogative to select his own agent, but it is the agent's business to make the plan. If the advertiser picks an agent because he likes the plan, he is taking a risk. If an agent is selected, not because of his ability, but merely because he has made a plan that has happened to capture the interest of his prospective client, he is taking a risk. The agent should be selected on the basis that he knows his job, and then having established himself, he can go to work and make the plan that he expects his client to use. There is enough speculative work in the everyday relation with the average client to satisfy most of us. There is no need of going outside and adding expense and worry, especially when that practice, besides re-acting on the agent, is teaching the advertiser bad habits. practice of submitting speculative plans, if it were very general, which I doubt, at least among the better agents, encourages the very type of advertiser we all wish to avoid, the chronic shopper, the man who loves to sit in his office and have idea after idea unrolled before him, and who still feels that he need only snap his fingers and his office will be filled, not merely with plans, but with actual finished advertisements.

Lithographers Are Opposed to the

We gain an inkling what the advertisers as a body think of speculative work by the steps they are taking to curtail this evil among one trade which serves them. We

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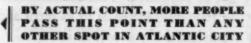
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Over fifty nationally famous firms have established display rooms or branch stores on Atlantic City's Boardwalk.

Here is YOUR opportunity to lease display space in a newly completed, handsome building – for considerably less than the cost of a page in any national magazine.



Representative on premises or write for descriptive folder to

ALBERT M. GREENFIELD & Co.

A COMPLETE REAL ESTATE INSTITUTION

Walnut and Juniper Streets

Philadelphia

elar

# O EVERY WORTHY ENTERPRISE THAT NEEDS AID

A nationally known and universally respected institution, with unlimited manufacturing resources and financial strength, is in search of new products to promote, manufacture, distribute and finance.

We have been commissioned to entertain proposals presented fully and in writing from any individual or corporation who has a product which needs further promotion; a patent which is lying dormant; a process of unusual merit; a company which needs new sales stimulus.

Personal interviews or telephone calls cannot be considered. Your communication will be fully investigated as to its merit and kept confidential if you request it.

#### ADDRESS ALL CORRESPONDENCE TO

HOWARD L. SPOHN, VICE-PRESIDENT, GARDNER ADVERTISING COMPANY, 1 PERSHING SQUARE, NEW YORK CITY

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have all heard the lithographers complain of the burden imposed and the loss entailed in preparing practically finished designs for posters, street car cards, window displays and cutouts in competition with anywhere from five to a dozen other lithographers. The amount spent by all competitors combined sometimes exceeds the cost of the work competed for. The Association of National Advertisers has come to a voluntary understanding with the Lithographers association whereby the advertiser will furnish definite specifications, and the lithographers will be limited to certain agreed-upon roughs.

There is a better atmosphere in agency relations today. Such incidents as the following are by no means uncommon. A roving advertiser drops in unexpectedly on an agent other than his own, complains a bit about the service he is getting, and holds out inducements to the new agent to jump in and give him some real justification for making a change. The new agent, instead of following the lead, confines the discussion to the qualifications of his own agency rather than the shortcomings of the other agent's work, winding up with the intimation that if the advertiser should change he would like to be considered. As soon as his caller has gone he gets the other agent on the phone and asks how He learns what the trouble is, the sort of trouble we all have from time to time with even our best clients, a little friction, or misunderstanding, or delay small things besides years of good service, and replies, "Just as I thought. If Mr. X. calls again we will advise him to stay where he is, that he is getting as good service as he can get anywhere.' sometimes he gets an earful about a chronic kicker. "That old sorehead. You are welcome to the account. But you won't want it. He has had seven agents in five years.'

For one of the most desirable things at the moment is greater stability of accounts. Changing accounts, especially large ones, create loss on both sides. Years may elapse before the new agent is even

#### Good Copy

Courteously suggests at the timely moment an opportunity, an obligation or an idea.

HAWLEY
ADVERTISING
COMPANY
Inc.

95 MADISON AVE. NEW YORK CITY



#### Worth Trying

A list of weekly, monthly, and quasterly papers and magazines with a combined circulation of

1,031,222

throughout the Southern States. Listed in Standard Rate and Data Service. Rates and sample copies furnished promptly.

Lamar & Whitmore 810 Broadway, Nashville, Tenn.

Ask to see a copy of the book 'Deerfield Academy' designed and printed by us through B. B. D. & O. with illustrations printed by our new Intagliotone process.



### CURRIER

CURRISK & HARFORD LIMITED EVERETT R. CURRIER, PRES. 460 WEST 34: NEW YORK

on a par with the old one. quaintance with the client's business, his products and his market. is a bigger factor than ever, and no mere cleverness in ideas can take the place of this knowledge. Every experienced advertiser knows that he has an investment in his agent's business just as the agent has an investment in the client's, and that this asset is too valuable to be scrapped for a whim, or a temporary difference of opinion, or curiosity about the service ren-dered by some other agent. He already knows that there are numbers of agents rendering good service, and capable of rendering good service to him, but he knows that such service is not secured by flit-ting from agent to agent, but by remaining with one agent and let-ting him become the best possible agent for the account exactly as a sales manager or production manager becomes valuable, by learning the job.

have an idea that most agencies would be content with their present accounts-not the volume but the number-if some insurance company would guarantee that they would stick, and be quite content to get their growth with the growth of these accounts rather than by constantly soliciting new business. The seeking of new business is only partly due to the desire for growth. It is largely inspired by the fear in the heart of every advertising agent-and the bigger the agent, and the larger his accounts, the greater the fear-that one of those accounts will quit him for some inadequate reason, perhaps the speculative plan of another agent, and leave a hole which must And discipline which be filled. tends to make accounts stable when they are in good hands is good agency practice and should have a place in any code of advertising

Appoint Blaker Agency
The Chicago White Lead & Oil Copany, Chicago, the Henry G. Lange
Machine Works, also of that city, and
the Stark Brothers Nurseries and Orchards Company, Louisiana, Mo., have sppointed the Chicago office of the Blaker
Advertising Agency, Inc., to direct their
advertising accounts.

Equ

agency ethics.

The N.A.R.D. Journal is read from cover to cover by more than 21,000 progessive druggists.



Every advertisement is on a page with or opposite live reading matter.

Advertisers get Results.

H.R.D JOURNAL

#### N. A. R. D. JOURNAL

SAMUEL C. HENRY, Editor

168 N. Michigan Avenue Chicago, III.

Eastern Representative:
W. D. WARD
254 W. 31st St., New York
Phone: Penn. 9055

Western Representative: CHARLES HOYER Chicago Phone: State 8622

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#### PRINTERS' INK

YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC.

OPPICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND6500, President and Secretary, J. I. Romer. Vice-President, R. W. I.Awrence. Tressurer, David Marcus. Sales Manager, Douglas Taylor.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager. Atlanta Office: 87 Walton Street,

Atlanta Office: 87 W Gво. M. Кони, Manager. 915 Olive Street,

St. Louis Office: 915 (A. D. McKinney, Manager. San Francisco Office: 564 Market Street, M. C. Mogansan, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum. \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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A. H. Deute, Special Contributor Chicago: G. A. Nichols Frederic Read London: Thomas Russell

NEW YORK, JULY 11, 1929

The Presi-Advertising

The United States Steel Corporation dent of U. S. has frequently been Steel Attacks pointed to as a Super- leading industrial corporation which, although it has a

distinct need for advertising, nevermakes use of paid space. That statement is only partly true. When one examines the corporate set-up of the Steel Corporation it is quickly realized that although the parent organization may not be an advertiser, a number of its subsidiaries are-and large advertisers at that.

For this reason, the views on current advertising expressed during a recently delivered address by James A. Farrell, president of the United States Steel Corporation, are not to be considered the opinions of one who is a non-believer in advertising. Neither are they to be considered the views of a nonuser of advertising. Instead, they

are to be looked upon as the opinions of the chief executive of one of our chief corporations, an executive whose subsidiary organizations are investing large sums in paid space.

This is what Mr. Farrell had to

Remedies of any ills affecting our business are in our own hands. For instance, the orgy of excessive claims for the superiority of products diffe-ing but slightly, if at all, from those of other manufacturers, has assumed fantastic proportions. It incites coefantastic proportions. It incites con-petitive and expensive effort alon sin-ilar lines by all competitors, with a mass of assertions and refutations which in the end merely serve to confuse the mind of the buyer or promote harmid conflict among manufacturers. If this is intended to be a chal-lenge as to the lengthiest pocketbook in advertising achievement and promotional publicity, the challenge will of course me to the products of the intended of the met by the interests who naturally resent insinuations as to the superior-tiv of competitive products or the in-

resent insinuations as to the superiory of competitive products or the inferiority of their own.

It is in effect a form of salessanship universally abhorred, of decrying the wares of a competitor, or vaunting unfounded or unprovable claims of excellence of products whose chief merit may be the assumption of a peculiar transportation and the competition of t or meaningless name.

We can read nothing into the above statement other than a justifiable criticism of super-advertising. In the plainest language possible, Mr. Farrell declares that superadvertising is merely so much unnecessary expense that business has to shoulder. He also makes a point which warrants deep study when he infers that super-advertising plays directly into the hands of the largest and most powerful corporations. This is a point which the runnersup in various industries overlook when they act on the assumption that super-advertising will give them a jump on their larger competitors.

As Mr. Farrell so clearly points out, the winner in this exciting joust of super-advertising is bound to be the advertiser with the best lined pocketbook. Obviously, when superadvertising reaches the point of reckless expenditures it is the leader of the industry who is going to come out on top.

Time and time again PRINTES INK has declared that there is m justification for commodity advertising unless the product which is featured actually possesses certain meritorious features that set it apart. The artificial fabrication of talking points that have no existence in fact constitutes a poor basis for an advertising campaign and we thoroughly agree with Mr. Farrell when he says that such advertising merely serves "to confuse the mind of the buyer or promote harmful conflict among manufacturers."

When it becomes Playing Square with necessary or expedient to reduce the Dealer the selling price of an advertised commodity, who should bear the cost-the manufacturer or the dealer? Without trying to set down any hard and fast general rule (circumstances differ), we venture the suggestion that here is a place where the manufacturer, by playing square, can make the dealer his firm friend for life.

Two instances, illustrating both sides:

A manufacturer in the radio field—what he makes has no special application here—put on a special sales drive, and his dealers stocked up. Then, without warning, the advertised price on the article was reduced 10 per cent. One large dealer tells us he was not even notified. The stores in every case had to wriggle out of the difficulty as best they could. They had bought something at a high price on which they were forced to absorb a 10 per cent loss even before they attempted to sell it.

Perhaps this manufacturer did not have the price-cut in mind when he caused the stores to take on an extra load; but the dealers say he did. Anyway, the incident wrecked more good-will than his advertising could restore in many a month.

The Grigsby-Grunow Company, maker of Majestic radios, moved up production to a point where it decided it would be good merchandising to cut \$20 from the selling price of a certain model. It notified all its dealers, asking them to indicate the number of the machines they had on hand. Then each dealer received a check from the company, covering the loss to him. Maybe the radios in stock had not yet been

paid for; the dealer got the check, instead of the conventional crediting of his account, just the same. Even though he might have turned it right back to the company on some more merchandise or in payment of his amounts due, he had received some real money—not credit—from the manufacturer.

Is it any wonder that Grigsby-Grunow has such an enthusiastic and loyal dealer organization? If we were representing a rival radio maker we should hate to have to try to sell one of these dealers after he had received his check.

Every producer knows it pays to play absolutely square with the dealer; yet there is enough of the other method, even in this enlightend merchandising age, to cause some wonder and even a little dismay.

The Salesman Must Become a At a meeting where heads of successful companies, professors

Wholesaler of marketing and merchandising counsel were well represented, several manufacturers gave brass-tack information on recent changes in marketing—and also looked into the future. At the end of the meeting an informal discussion was held to emphasize the outstanding facts of the exchange of experiences of men in totally different lines of industry, and to discover if there were any fundamental points of agreement.

One common denominator was seen to be the general agreement that the retailer had to be helped to become a better merchant and less of a storekeeper. Salesmen in all sorts of different lines are being told to get retailers to improve their methods of management. This in turn leads to a new type of

selling.

As one man said: "It is not enough to give the salesman a chart he is to show to every retailer in his territory. To be most effective, the salesman must know and be able to use some of the technique of a good teacher. The problem of increasing the effectiveness of the retailer through teaching him how to manage his store more ef-

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fectively requires that the traveling salesman become sort of traveling instructor in merchandising and store managing. He must be trained to do that sort of difficult teaching. He must be a developer of dealer methods."

Many suggestions as to how this type of training could best be given to the salesman were made by the sales executives and then Marquis Regan, chairman of the meeting, summed up the manufacturers' problem of the future in these words: "The opinion seems to be that the manufacturer faces a new and better type of selling in which the salesman ceases to be a retailer in the sense of taking orders and becomes a wholesaler in the sense of setting up successful outlets, and helping them to succeed."

While this is really not a new problem or a new plan, but has been used by many manufacturers, it is a new way of suggesting the type of selling which is proving highly successful in a number of lines.

There have been missionary men for many years whose function was not to sell but to teach and when properly trained they have succeeded in building permanent outlets of great profit for the manufacturers they represent.

The new thought seems to be that every salesman should take upon himself some of the attributes of the missionary man.

It is an excellent idea unless so many salesman try to teach so many retailers how to run their business that the retailer has too little time to wait on customers and perform the other duties expected of him. It would appear that there is an excellent chance for co-operation in the idea.

Instead of having one salesman drop in at ten in the morning to give a lesson and another just after he has gone, perhaps four or five manufacturers could co-operate in the preparation of facts, figures and methods and then pick one man to do the teaching for several of them. Ex-college professors and school-teachers are always available and they have the teaching technique. They need only to have the practice of the second several of the second several of them.

tical, "how-to" material about storekeeping drummed into them. It would be too bad if so logical and sensible an idea as teaching better methods were to be spoiled by too many teachers.

Selling Textiles by odors—it reads like a typographical error. As a matter of fact, it is a definite suggestion which was made in a recent issue of the American Dyestuff Reporter and which is receiving a certain amount of consideration in textile circles.

Testile World, in commenting on the plan, points out that Harris tweeds are impregnated with the fragrant smoke of the peat burned in the cottages where they are spun and woven, and knowing buyers identify them by smell. This publication also suggests that there might be an added selling appeal in woolen coatings and blankets if they carried the barely definable piney odor of Maine woods and that for many consumers a permanent lavender aroma in bed clothing would be agreeable.

However, PRINTERS' INK is not interested so much in the practicability of the idea as it is in the fact that it indicates a disposition on the part of the textile industry to look in unusual places for sales stimulating ideas The textile manufacturers, with but few exceptions, have not shared in the prosperity of this country. The few who have are those who have applied the same merchandising ingenuity to their field that food manufacturers, soft drink bottlers, etc., have applied to theirs. They have not hesitated to adopt new ideas-some of them representing radical departures, such as colored sheets.

The plan of selling textiles by odors may be fundamentally unsound. It may be impossible to apply it to mass production methods. But regardless of all this, it indicates a will ingness to consider the new, even the startling, and such a mental attitude bodes well for an industry that has been held back by rocid ound conservatism.

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#### Newell-Emmett Company

Interperated

Advertising . Merchandising Counsel
40 East 34TH STREET
New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS
Liggett & Myers Tobacco Co.
Western Electric Co.
Snider Packing Corporation
Loose-Wiles Blacuit Co.
Graybar Electric Company
Association of American Soap
and Glycerine Producers

"NOT HOW MUCH, BUT HOW WELL"

#### Advertising Club News

#### Move Under Way for Canadian Club Unit

Individuals active in organized adver-tising work in Canada are taking steps to meet and foster the demand for to meet and foster the demand for the formation of an association which will act as a unit for advertising clubs in Canada. A number of Canadian members of the International Advertising Association are voicing objection to the "including Canada" feature of the new Advertising Federation of America. At the same time they are opposed to affiliation with the Great Britain unit. It is felt that Canada, as a country, is active enough advertisingly to have and to support its own representative assoto support its own representative asso-ciation in affiliation with the Interna-

ciation in affiliation with the International Advertising Association.

Charles W. Stokes, former president of the Montreal Advertising Club, who is now making his headquarters at London, will represent the club at the convention in Berlin. When the proposal comes up for a change in the I. A. A. whereby there will be organized the Advertising Federation of America, he will oppose assimilation of the Canadian clubs in the unit covering the United States. The suggestion will be advanced that plans be taken to assist in the formation of a Canadian group.

Van B. Hooper Heads Milwaukee Club

Van B. Hooper, of the Master Lock Company, has been elected president of the Milwaukee Advertising Club to fill the vacancy caused by the resignation of William F. Dittman, who was re-cently elected to that office. Elling O. Weeks, head of the Weeks Aircraft Corporation, succeeds Harry R. Walsh as vice-president

Magazine Men Hosts to Philadelphia Agencies

Magazine representatives covering Philadelphia were hosts to the advertis-Philadelphia were hosts to the advertising agencies of that city at an outing
held recently at the North Hills Country
Club. First low gross in the golf
tournament was won by Roy
Barnhill
and second low gross by T. Wylie
Kinny. First low net went to M. P.
Jeffery and second low net to C. H.

F. L. Hall Heads San Francisco Representatives

Fred L. Hall, of Payne-Hall, Inc., was elected president of the Publishers' Representatives of San Francisco at their recent annual meeting.

Other officers elected are: John F. Whedon, first vice-president; H. P. Houston, second vice-president, and John W. Otterson, secretary-treasurer.

Canadian Poster Group Elects

J. W. Thomas, of Montreal, was elected president of the Poster Advertising Association of Canada at its annual meeting which was held recently at Brockville, Ont. D. E. Marley, London, was elected vice-president and W. W. Scane, Chatham, honorary secretarytreasurer.

treasurer.

The following board of directors was re-elected: H. A. Williams, E. L. Ruddy, E. C. Gould, W. T. Sutton, F. I. Ritchie and J. R. Robertson.

During the convention, delegates were the guests of Mr. Ritchie, association member at Brockville. Poster interests in the United States were represented by Donald Ross and Kerwin H. Fulton, of the General Outdoor Advertising of the General Outdoor Advertising Company; Clarence B. Lovell, secretary of the Outdoor Advertising Association of America; H. F. Gilhofter, National Outdoor Advertising Bureau and Barton Harrington, editor of Poster Magazine.

#### H. C. Martin Heads St. Louis Sales Managers Bureau

Hiram C. Martin, head of the Murphy Door Bed Company, was elected presi-dent of the St. Louis Sales Managers Bureau at a recent meeting. He succeeds S. E. Wilkinson.

ceeds S. E. Wilkinson.
Other officers elected were: Charles
E. Michel, general sales manager of the
Union Electric Light and Power Company, first vice-president, and Ted Gibson, manager of the Miller-BryantPierce Company, second vice-president.
Frank D. Beardslee was re-elected

treasurer.

#### San Diego Bureau Elects

The following officers have been elected for the coming year by the Better Business Bureau of San Diego, Calift. President, J. E. Dryer; vicepresident, Frank Gussti and secretary-treasurer, Roy McKelvey. The present manager, Charles S. Gurley, was reelected.

The following have been elected to The following nave been elected to the board of directors of the Bureau: T. E. Claypoole, Clyde Freeman, John L. Fox, Roy E. Hegg, Morris Penter, M. N. Wilson, Mr. Dryer, Mr. Guasti and Mr. McKelvey.

#### L. C. Atwood Heads Bethlehem, Pa., Club

L. C. Atwood was elected president of the Advertising Club of Bethlehem, Pa., at a recent meeting. He succeeds William Menne.

Other officers elected were: William L. Sigmon, vice-president; Cfarence Kommiller, secretary, and Walter C. Wanamaker, treasurer. Mr. Menne, Frank R. Collie and J. M. Litsch were elected directors of the club.

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#### Wins United Business Publishers Staff Tournament

The United Business Publishers Golf Club, composed of executives of the United Business Publishers, Inc., New York, held its first tournament recently, at the Green Brook Country Club, North Caldwell, N. J.

The card for low gross was turned in by Mark McGhee, of Economy Service, who had a score of 81, while low net went to Chester A. Brown, director of merchandising and publicity of United Business Publishers, Inc., with a score of 74. 74

Prises were won in foursome competition by the following: Loughton Smith, The Spectator; Harry E. Taylor, Dry Goods Economist; W. A. Barber, Lee Higginson & Co.; Ernest Hastings, Hart Service; Mark McGhee, Economy Service; Claude Carver, Dry Goods Economist; Arthur Dix, Iron Age, Al Hurst, Economy Service; Charles Baur, Iron Age, Frank Elliott, Blabon Co.; G. H. Griffiths, Hardware Age; J. P. Berman, Dry Goods Economist; Chester Ober, Iron Age, and Harold B. Holtz, Dry Goods Economist.

#### A. Atwater Kent Heads Franklin Memorial Committee

A. Atwater Kent, president of the Atwater Kent Manufacturing Company, Philadelphia, has been appointed chair-man of the finance committee of Benjamin Franklin, Inc., a chartered cor-poration organized by the Poor Richard Club of Philadelphia with the co-opera-tion of the Franklin Institute, to erect a \$10,000,000 memorial to Benjamin O memorial to Benjamin Cyrus H. K. Curtis is presi-Franklin. dent of the corporation.

#### Virgil Malcher to Represent Mackinnon-Fly Publications

Virgil Malcher, formerly with L. F. McClure, Chicago, has joined Lesher & Lorenzen, publishers' representatives, of that city. He will represent Radio News, Science & Invention and Amasing Stories in the Middle West for the MacKinnon-Fiy Publications, Inc., New York York.

#### Starts Somerset, Pa., "Daily Herald"

The first issue of the Somerset, Pa., Daily Herald appeared July 1, published by Henry B. Reiley, founder of the Brownsville, Pa., Telegraph. The new publication will be represented by Fred Kimball, Inc., newspaper advertising representative, New York.

#### M. T. Schiek with St. Louis "Globe-Democrat

Milford T. Schiek, formerly associated with the Industrial Bureau of the St. Louis Chamber of Commerce, has joined the national advertising department of the St. Louis Globe Democrat.

#### Claude Neon Southern Corporation Formed

The Claude Neon Southern Corporation has been formed through a consolidation of the Southern interests of Claude Neon Lights, Inc., New York, with the Elliott Claude Neon Lights, Inc., of Florida, and the Munn Sign & Advertising Company, Atlanta. R. L. Kester, Jr., vice-president of Claude Neon Lights, Inc., will be president of the new company, which will manufacture luminous tube electric signs and outdoor advertising displays.

Other officers of the Claude Neon Southern Corporation will be: Vice-presidents, E. Frank Munn, president of the Munn Sign & Advertising Company, E. B. Elliott, president of the Elliott Claude Neon Lights, Inc., and the E. B. Elliott, Company, and Clark B. Davis, president of the City National Bank, Miami; and secretary-treasurer, L. A. Corys, executive secretary of the Associated Claude Neon Companies of North America. These officers, together with U. T. P. Hollingsworth, president of Claude Neon Lights, Inc., and Paul D. McGarry, will constitute the board of directors of the new organization.

#### Death of John C. Cook

John C. Cook, for fourteen years manager of the New York Mail and Express, and its successor, the former Evening Mail, and recently with the sales department of the St. Maurice Valley Paper Company, New York, died last week at that city. He was in his eight which were marked to be successful to the control of the sales of the sa

last week at that city. He was in nus sixty-third year.

Previous to his connection with the Evening Mail, Mr. Cook was assistant business manager of The Philadelphia Press. Later, he was successively business manager of The Journal of Commerce and Commercial, advertising manager of John Wanamaker and business manager of the Graphic, all of New York.

#### N. B. Aukerman Starts Com-

mercial Photography Service N. B. Aukerman, for the last six-teen years head of the photographic de-partment of The Caxton Company, Cleveland, has resigned to open a com-mercial and advertising photograph stu-dio under the name of the N. B. Aukerman Company.

#### Financial Account to Street & Finney

The Argent Financial Corporation, New York, has appointed Street & Fin-ney, Inc., advertising agency of that city, to direct its newspaper advertising.

#### Leaves "Theatre Magazine"

Perriton Maxwell has resigned as editor and art director of Thesive Magazine, New York.

"Brief Visits With Famous Merchandisers"-Number 14 of a Series



# Campbell— the Soup Maker of Camden

THE first Campbell soup advertising appropriation was \$4,264. The company's secretary, when he saw the contract for that sum leave the office, remarked to the treasurer: "Well we've kissed that money good-bye!" That was in 1899.

Thirty years later, during March and April of 1929, the printing presses ground out a total of 69,240,000 full-page advertisements featuring the Campbell line. And every day in the year, Campbell Soup car cards bid for the attention of 40,000,000 street car riders. Newspapers and other forms of advertising are also used.

Stupendous figures! Yet, Campbell advertising has always retained its simple joyousness—witness the Campbell Kids. Likewise, Campbell executives have never overlooked their obligation to business—witness the 20\* editorial references to Campbell published in the PRINTERS' INK Publications during the last ten years.

The information used in many of these articles was furnished by executives bearing the titles which follow: President, Sales Manager, Advertising Manager.

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AT one time, Campbell's made a fine of some 200 canned preserves. The business was not profitable. Then Dr. John T. Dorrance, now president, came back from Europe with the concentrated soup idea. The 200 canned preserves were dropped and the business became as concentrated as the soups it makes.

An interesting change. The accompanying problems were even more interesting. And the resulting PRINTERS' INK and PRINTERS' INK MONTHLY articles—well, judge by the following selected titles:

What Copy Should the Package Carry?

Where Do Trade Characters Originate?

How the Advertiser Can Use His Trade Character

How Much Advertising Should Each Item Receive?

Sticking to One Idea Made Campbell's the National Soup

Finding New Leaders Among Bashful Members of the Family

Putting More Consumer Interest in Consumer Copy

What Expenditures Should Be Charged to Advertising?

How Campbell Soup Advertising Has Cut Sales

Campbell Soup Lectures the Price Cutter

Why Continuity in Advertising?

We have already said that the idea for Campbell Soups came from Europe. Ever since, the company has searched far and wide for merchandising suggestions. To a degree, however, the company has concentrated here also. By which we mean that the chief Campbell executives do not miss anything in the PRINTERS' INK Publications that promises to be helpful. These executive readers include the president, treasurer, general manager, sales manager and advertising manager.



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### a giant in VALUE

From January to June COUNTRY LIFE carried the greatest volume of advertising for this period in its history, the April issue\* being the largest number we have ever published. The total for the six months period was 827 pages, divided among the following fields:

181 pages Building Materials and Equipment

164% pages Furnishings, Decorations, Musical Instruments

921/2 pages Automobiles, Yachting and Aviation

51 pages Travel and Resort

621/2 pages Sporting Goods, Accessories, Clothing

158 pages Suburban and Country Property

1171/4 pages Miscellaneous and Classified

For 1928 COUNTRY LIFE stood second in volume of advertising among the monthly magazines in its class, and fourth among all monthlies of general circulation. During the last 15 years COUNTRY LIFE has frequently stood first and never below fourth place among all monthly magazines.

COUNTRY LIFE is a notably successful specialist in each of the fields enumerated above. It is outstanding among those mediums which cater to people in the higher income brackets, and *must be used* for the most thorough and effective coverage of this market.

### COUNTRY

LIFE

\* The April Issue of COUNTRY LIFE weighed 2 lbs, 7 oz. and was as chock-full of selling value as a small-mouthed bass of this weight is full of fight!

Doubleday, Doran & Co., Inc. Publishers, Garden City, N. Y.

244 Madison Ave. New York City
Park Sq. Bldg. Boston
Peoples Gas Bldg. Chicago
Walton Bldg. Atlanta, Ga.
244 La Arcada Santa Barbara

MEMBER + AUDIT BUREAU OF CIRCULATIONS

#### JULY MAGAZINES

#### VOLUME OF ADVERTISING IN

(Exclusive of publishers' own advertising)

Pages	
The Spur (2 issues)147	98,760
	68,159
	57,989
	57,792
Forbes (2 June issues)124	56,337
	42,550
Magazine of Wall Street	
(3 June issues) 99	42,527
House Beautiful 63	39,508
Vanity Fair 62	38,909
Arts & Decoration 56	37,338
The Sportsman 55	34,637
Cosmopolitan	30,941
American Home 49	30,322
American	29,708
Radio	29,645
Review of Reviews 66	28,393
Red Book 60	25,874
World's Work 58	25,061
American Golfer 39	24,453
Popular Science Monthly 56	23,812
Field & Stream 54	23,166
Magazine of Business 46	19,591
World Traveler 29	19,452
International Studio 26	17,689
Motion Picture Magazine. 41	17,432
Harpers Magazine 73	16,240
American Boy 24	16,150
Better Homes & Gardens 34	15,514
National Sportsman 32	13,862
Country Club Magazine 22	13,816
Boys' Life 20	13,674
Outdoor Life & Recreation 31	13,505
Physical Culture 31	13,419
Forum 30	12,870
Theatre 20	12,610
Atlantic Monthly 55 True Confessions 27	12,403
True Confessions 27	11,583
Hunting & Fishing 26	10,488
Elks Magazine 23 Motion Picture Classic 23	9,903
Nomad 24	9,881
True Romances 23	9,674
Golden Book 22	9,324
Psychology	9.273
Dream World 21	9,055
Scribner's 40	8,858
Science & Invention 20	8,822
True Detective Mysteries. 20	8,751
Open Road for Boys 19	8,263
American Motorist 20	8,190
Sunset	7,940
Screenland 17	7,293
Forest & Stream 16	6,695

#### Psychology and Profits

We've travelled some since hard headed business men scoffed at psychology.

As an essential part of constructive editorial service, the editors of FORBES have published articles by Donald A. Laird, Professor of Psychology at Colgate University, which pointed out the relationship of Psychology to Profits.

We are now publishing his book because it stands for that which FORBES itself stands for: the principle of applied psychology in all departments of business in HUMANIZING BUSINESS RELATIONSHIPS. The successful conduct of industry and commerce requires constructive, original and serious thinking. Considering the feelings of customers or employees adds to the profitsno matter what business you are in.

It is just this emotionalizing influence of FORBES editors that makes the difference between circularizing a mailing list of executives and advertising to the 70,000 selective executive circulation of FORBES.

#### FORBES MAGAZINE

B. C. Forbes, Editor

Walter Drey, Advg. Director

120 Fifth Ave., New York

### CORRECTING

#### Misconception

Space buyers unfamiliar with this paper sometimes think of it only as a religious periodical. So it is—editorially. BUT—from the standpoint of the character and buying power of its circulation, it is

### A CLASS MEDIUM of exceptional merit

Every investigator is impressed with the calibre of the financiers, corporation officials, business and professional leaders who are serving as Vestrymen, Treasurers and Trustees of the five thousand Protestant Episcopal Churches in the United States.

The pages of every Financial Disectory and Social Register prove the assured established social and financial standing and the position of the communicants of the Episcopal Church. This is one of the reasons why the advertising lineage of THE CHURCHMAN is growing. May we tell you the others?



The Vast Buying Power of the Church Is an Accepted Fact

The Men Who Buy for the Church Read

### CHURCHMAN

2 West 47th Street New York City

	New	York	Clty	
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A LIVER SER	iges	Lines
American Mercury		6,666
Radio News	15	6,635
Youth's Companion	10	6,464
Association Men	15	6,321
Asia	14	6,120
Film Fun	14	6,006
American Legion Monthly	14	5,867
Scientific American	13	5,806
Picture Play	13	5,434
Extension Magazine	7	4,998
National Republic	9	3,766
The Rotarian	8	3,488
Bookman	15	3,360
Munsey Combination	14	3,136
Newsstand Group	13	2,926
Nature Magazine	7	2,849
Current History	9	2,016
Street & Smith Combination	8	1,848
Blue Book	7	1,505
St. Nicholas	3	1,144

St. Nicholas	3	1,144
WOMEN'S MAGAZI	INES	
	ages	Lines
Vogue (2 issues)	119	75,522
Ladies' Home Journal	81	55,268
Harper's Bazar	.78	52,095
Good Housekeeping	108	46,463
McCall's		42,569
Woman's Home Companion	57	38,507
Delineator	40	26,941
Pictorial Review	38	26,044
True Story	53	22,703
Photoplay	49	21,181
Holland's	20	15,412
Modern Priscilla	21	14,331
Smart Set	26	11,257
Farmer's Wife	15	10,200
Household Magazine	13	9,960
Children, The Parents'		
Magazine	.23	9,729
Woman's World		8,458
American Girl	15	6,423
Needlecraft		. 5,775
Junior Home Magazine		5,253
Fashionable Dress		4,956
People's Popular Monthly.		4,806
People's Home Journal		4,504
Child Life		3,418
Messenger of Sacred Heart		2,712
John Martin's Book, The		
Child's Magazine	6	2.536

CANADIAN MAGAZ	INE	
Pi	ages	Lines
MacLean's (2 June issues)	91	63,590
Can. Homes & Gar. (June)	85	.53,928
Mayfair	67	42,421
West. Home Mo. (June).,	56	39,279
Can. Home Journal (June)	51	35,593
The Chatelaine	23	15,951
Rod & Gun in Canada	25	10,597

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### THESE INDEPENDENT PEOPLE

PEOPLE who go flying off to South Africa when everyone else is cruising the Mediterranean! People who take motion-pictures in color when others are just beginning with the monotone variety; people who are using, and talking about, the latest method of refrigeration, the newest model of "Duesenstutz," the comfort of air travel . . . while others are still "getting along" with the things they've always used.

The Forum is edited for people independent in thought and action. They read the Forum because they are mentally courageous. They want all the facts—to draw their own conclusions! They are lively, interested readers. The letters that pour in on the editor's desk are voluble testimony. They agree, they disagree, but they know what they think, and they want to tell others.

Such people are mature-minded, with a background of culture and experience; and financial independence is in most cases permanently assured. Vigorous leaders in their respective communities, FORUM readers are eager to accept the newest market produce, to read the latest novel, to think the newest thought, and to pass the good word on!

Get in touch with this lively market of interested buyers through the use of FORUM pages.

# FORUM

JUNE WEEKLIES		Pages	
June 1-7 Pages	Lines	Churchman 5	2,272
Saturday Evening Post131	89,094	The Nation 5	2,000
New Yorker 49	21,206	New Republic 3	1,270
Literary Digest 44	20,102	THE PROPERTY AND LESS OF	
American Weekly 10	19,987	June 29-30 Pages	Lines
Collier's 25	17,224	Saturday Evening Post113	76,705
Time 40	17,183	Collier's 28	18,779
Liberty 26	11,172	New Yorker 43	18,646
Life 19	8,264	Literary Digest 26	11,667
Outlook 10	4,457	American Weekly 6	11,166
Christian Herald 5	3,176	Liberty 18	7,597
The Nation 8	3,000	Christian Herald 6	3,870
Judge 6	2,737	Judge 5	1,971
Churchman 4	1,701	Churchman 5	1,936
New Republic 2	1,053	Charles State of Contract of	
		Totals for June Pages	Lines
June 8-14 Pages	Lines	Saturday Evening Post 569	386,983
Saturday Evening Post 107	72,915	New Yorker292	125,649
New Yorker 68	29,190	Collier's138	93,813
Collier's 29	20,028	American Weekly 43	83,683
Time 41	17,591	Literary Digest174	79,093
Literary Digest 38	17,402	Time156	66,890
American Weekly 9	16,903	Liberty122	52,589
Liberty 30	12,906	Life 58	25,306
Life 17	7,357	Christian Herald 31	20,967
The Nation (Book Sec-		Judge 31	13,432
tion Included) 14	5,600	The Nation 33	12,850
Christian Herald 5	3,362	Outlook 28	12,165
Judge 7	3,174	Churchman 22	9,180
Outlook 7	2,919	New Republic 11	5,106
Churchman 4	1,483	Section 2017 Section 2017	
New Republic 3	1,368	RECAPITULATION OF ADV	PRTIE.
New Republic	1,500	ING IN MONTHLY CLA	
June 15-81 Pages	Lines	FIGATIONS	mus.
Saturday Evening Post 114	77,318	4	T in or
New Yorker 69	29,519	Pages	Lines
Collier's 32	21,650	1. The Spur (2 issues)147	98,760
Time 44	18,671	2. Vogue (2 issues)119	75,522
American Weekly 9	17,773	3. Town & Country (2 is.) 101	68,159
Literary Digest 35	15,866	4. MacLean's (2 June is.) 91	63,590
Liberty 22	9,617	5. House & Garden 92	57,989
Christian Herald 9		6. Country Life 86	57,792
Life 12	6,197 5,255	7. Forbes (2 June issues).124	56,337
		8. Ladies' Home Journal 81	55,268
Judge 6 The Nation 6	2,693	9. Can. Ho. & Gar. (June) 85	53,928
	2,250	10. Harper's Bazar 78	52,095
Churchman 4	1,788	11. Good Housekeeping108	46,463
Outlook 4	1,624	12 MaCallia 61	42,569
New Republic 3	1,415	13. Nation's Business 99 14. Magazine of Wall Street	42,550
June 22-28 Pages	Lines		42,527
Saturday Evening Post 104	70,951	15. Mayfair 67	42,421
New Yorker 63	27,088	16. House Beautiful 63	39,505
American .Weekly 9	17,854	17. West. Ho. Mo. (June) 56	39,279
Collier's 24	16,132	18. Vanity Fair 62	38,909
Literary Digest 31	14,056	19. Woman's Home Comp 57	38,507
Time	13,445	20. Arts & Decoration 56	37,338
Liberty 26	11,297	21. Can. Ho. Jour. (June) 51	35,593
Life 10	4,430	22. The Sportsman 55	34,637
Christian Herald 6	4,362	23. Cosmopolitan 79	33,741
Outlook 7	3,165	24. American Home 49	30,941
Judge 7	2,857	25. American	30,322
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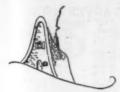
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# UNDER 2,500~

## Do you know where this market is?

Only 2.5% of the population of Rhode Island is in towns under 2,500—but— 68.8% of the population of Vermont is in this classification.

New York's population in towns under 2,500 is only 17.3% while Pennsylvania has in this classification 35.7%. Seventeen other states have over 70% of their population located in towns and communities of under 2,500 population.

All of which means that, excluding markets of 100,000 population and over, 83% of the remaining population of the United States is in towns under 2,500.

Which proves that Modern Homemaking with 78% of its circulation going to communities under 2,500 population offers a most unusual market for development.

There is more to Modern Homemaking than mere circulation—its editorial content includes special departments on cooking, home decoration, beauty and health—and other special articles with the very best of fiction. Reader interest is responsible for this intensive coverage.

We would like to show you the complete picture.

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"The Magasine for the Village and Farm Market" Circulation—Over 500,000 net paid monthly

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GORDON SIMPSON, Pacific Coast Rep., 1008 West Sixth St., Los Angeles, Calif.

#### FOUR-YEAR RECORD OF JULY ADVERTISING

	1929	1928	1927	1926 Lines	Total
House & Carden	57,989	Lines	Lines	Lines	Lines
House & Garden Town & Country (2 issues) MacLean's (2 June issues) Country Life Forbes (2 June issues) Vanity Fair Arts & Decoration	68,159	56,547 61,353	72,307 61,322	71,313 59,119	258,156 249,953
MacLean's (2 June issues)	63,590	61,353 62,955	61,322 60,331	48,742	235,618
Country Life	63,590 57,792	45,069	47,701	40.020	235,618 197,188 195,328
Forbes (2 June issues)	56,337	54,926	50,616	33,449	195,328
Vanity Fair	38,909	40,880	37,156 36,078	45,033 24,780 36,725	161,978
American	37,338 30,322 *42,550 39,505 33,741	41,538	39,636	36,725	139,734 137,747 133,544 129,702
American Nation's Business	*42,550	31,064 *33,350	39,636 33,200	24,444	133,544
riouse Deautiful	39,505	29,558	27,127	33,512	129,702
Cosmonolitan	33,741	31,496	32,617	29,223	147.077
Popular Mechanics	29,708	27,776	28,266	29,848	F15,598
Red Book	25,874 23,166	25,428 21,450	27,277	25,860	104,439
Magazine of Business	19,591	21,672		25,803 26,225	94,071 91,390 89,504
American Home	30,941	16,805	17,754		
Popular Science Monthly.	23,812	20,376	19,665 14,570 18,562	18,553	82,406
Review of Reviews	128,393	12,802	14,570	18,707	74,472
Harners Magazine	16.240	16.016	19,502	18 284	73,305 70,112
Field & Stream Magazine of Business American Home Popular Science Monthly. Review of Reviews World's Work Harpers Magazine American Boy Motion Picture Magazine. Physical Culture Atlantic Monthly Outdoor Life & Recreation True Romances	16,150	16,623	19,665 14,570 18,562 19,572 17,170 15,101 15,766 11,806 12,778 12,254 9,723 9,286 11,809 11,749 11,844 9,243 11,001	14.750	64,693
Motion Picture Magazine.	17,432	15,248	15,101	14,087	64,693 61,868
Physical Culture	13,419	14,674	15,766	17,715	61,574
Atlantic Monthly	12,403	14,208	15,870	15,155	\$7,636 55,169
Outdoor Life & Recreation	9 674	15,312	11,800	16,340	54,152
	13,674	13,805	12,254	11.828	\$1,561
International Studio	17,689	11,731	9,723	11,444	50,587
Better Homes & Gardens	15,514	14,374	9,286	9,012	50,587 48,186
Better Homes & Gardens National Sportsman	13,862	12,233	11,809	9,819.	47,723
	8,858	10,717	11,749	14,138	45,362
Sunset Theatre	12,610	11,376	9 243	9 248	44,302 42,477
Science & Invention	8,822 *5,806	11,493	9,243 11,001	9,248	41,370
Scientific American	*5,806	*8,746	*6.870	10,385	31,807
Science & Invention Scientific American Forest & Stream Munsey Combination	6,695	4,898	4,828	6,800	23,221
Munsey Combination	3,136 1,144	3,234 1,430	3,024 2,145	3,850 2,789	13,244 7,508
St. Nicholas	1,144	1,430	4,143	4,/09	7,508
	947,351	869,819	883,578	863,014	3,563,762
Smaller Page Size.	947,351	869,819	883,578	863,014	3,563,762
*Smaller Page Size. †Larger Page Size.			INEC	863,014	3,563,762
Warmer (2 January)	WOMEN'S	MAGAZ	INES	01 021	320 202
Warmer (2 January)	WOMEN'S	MAGAZ	INES	01 021	329,292 242 507
Warmer (2 January)	WOMEN'S	MAGAZ	INES	01 021	329,292 242 507
Warmer (2 January)	WOMEN'S	MAGAZ	INES	01 021	329,292 242,507 206,985 190,393
Warmer (2 January)	WOMEN'S	MAGAZ	INES	01 021	329,292 242,507 206,985 190,393
Warmer (2 January)	WOMEN'S	MAGAZ	INES	91,931 59,988 52,883 49,389 33,260	329,292 242,507 206,985 190,393 148,287
Warmer (2 January)	WOMEN'S	MAGAZ	INES	91,931 59,988 52,883 49,389 33,260	329,292 242,507 206,985 190,393 148,287 146,047
Vogue (2 issues) Ladies' Home Journal. Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 26,941	MAGAZ	INES	91,931 59,988 52,883 49,389 33,260 26,056 27,600 19,462 20,592	329,292 242,507 206,985 190,393 148,287 146,047 109,414 97,274
Vogue (2 issues) Ladies' Home Journal. Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 26,941	MAGAZ	INES	91,931 59,988 52,883 49,389 33,260 26,056 27,600 19,462 20,592	329,292 242,507 206,985 190,393 148,287 146,047 109,414 97,274
Vogue (2 issues) Ladies' Home Journal. Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 26,941	MAGAZ	INES	91,931 59,988 52,883 49,389 33,260 26,056 27,600 19,462 20,592 19,632 14,399	329,292 242,507 206,985 190,393 148,287 146,047 109,414 97,274 85,412 80,379 53,422
Vogue (2 issues) Ladies' Home Journal. Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 26,941	MAGAZ	INES	91,931 59,988 52,883 49,389 33,260 26,056 27,600 19,462 19,632 14,399 8,331	329,292 242,507 206,985 190,393 148,047 109,414 97,274 85,412 80,379 53,422 35,758
Vogue (2 issues) Ladies' Home Journal. Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 26,941	80,894 63,877 50,081 50,021 37,656 45,942 28,150 25,605 23,759 19,704 11,730 10,392 6,859 6,000	INES 63,374 51,926 44,520 38,864 31,480 27,620 25,266 18,358 19,862 12,962 8,577 9,252	91,931 59,988 52,883 49,389 33,260 26,056 27,600 19,462 20,592 14,399 8,331 9,498	329,292 242,507 206,985 190,393 148,287 146,047 109,414 97,274 85,412 80,379 53,422 35,758 30,113
Vogue (2 issues) Ladies' Home Journal. Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 26,941	80,894 63,877 50,081 50,021 37,656 45,942 28,150 25,605 23,759 19,704 11,730 10,392 6,859 6,000	INES 80,945 63,374 51,926 44,520 38,864 31,480 27,620 25,266 18,358 19,862 12,962 8,577 9,252 5,512	91,931 59,988 52,883 49,389 33,260 26,056 27,600 19,462 20,592 19,632 19,633 1,339 8,331 9,498 5,530	329,292 242,507 206,985 190,393 148,287 146,047 109,414 97,274 85,412 80,379 53,422 35,758 30,113 21,848
Vogue (2 issues) Ladies' Home Journal. Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 26,941	80,894 63,877 50,081 37,656 45,942 28,150 25,605 23,759 19,704 11,730 10,392 6,859	INES 63,374 51,926 44,520 38,864 31,480 27,620 25,266 18,358 19,862 12,962 8,577 9,252	91,931 59,988 52,883 49,389 33,260 26,056 27,600 19,462 20,592 14,399 8,331 9,498	329,292 242,507 206,985 190,393 148,287 146,047 109,414 97,274 85,412 80,379 53,422 35,758 30,113 21,848
Warmer (2 January)	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 22,703 21,181 14,331 8,458 4,504 4,806 6,423 5,775	80,894 63,877 50,081 50,021 37,656 45,942 28,150 23,759 19,704 11,730 10,392 6,859 6,859 6,000 6,512 5,906	INES 80,945 63,374 51,926 44,520 38,864 31,480 27,620 25,266 18,358 19,862 12,962 8,577 9,252 5,512 6,158 3,910	91,931 59,988 52,883 34,389 33,260 26,056 27,600 19,462 20,592 14,399 8,331 9,498 5,530 2,428 4,720	329,292 242,507 206,985 190,393 148,287 146,047 109,414 97,274 85,412 30,379 53,422 35,758 30,113 21,848 21,521 20,311
Vogue (2 issues) Ladies' Home Journal Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator True Story Photoplay Modern Priscilla Woman's World People's Home Journal People's Floular Monthly American Girl Needlecraft	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 26,941 22,703 21,181 14,331 8,458 4,504 4,806 6,423 5,775	80,894 63,877 50,081 50,021 37,656 45,942 28,150 25,605 23,759 19,704 11,730 10,392 6,859 6,000	INES 80,945 63,374 51,926 44,520 38,864 31,480 27,620 25,266 18,358 19,862 12,962 8,577 9,252 5,512	91,931 59,988 52,883 34,389 33,260 26,056 27,600 19,462 20,592 19,632 14,399 8,331 9,498 5,530 2,428 4,720	329,292 242,507 206,985 190,393 148,287 146,047 109,414 97,274 85,412 80,379 53,422 35,758 30,113 21,848
Vogue (2 issues) Ladies' Home Journal Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator True Story Photoplay Modern Priscilla Woman's World People's Home Journal People's Popular Monthly American Girl Needlecraft	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 22,703 21,181 14,331 8,458 4,504 4,806 6,423 5,775 451;590	80,894 63,877 50,081 50,021 37,656 45,942 28,150 22,605 22,759 11,730 10,392 6,859 6,000 6,512 5,906 473,088	INES 80,945 63,374 51,926 44,520 34,864 31,480 27,620 25,266 18,358 19,862 12,962 8,577 9,252 6,158 3,910 448,586	91,931 59,988 52,883 34,389 33,260 26,056 27,600 19,462 20,592 14,399 8,331 9,498 5,530 2,428 4,720	329,292 242,507 206,985 190,393 148,287 146,047 109,414 97,274 85,412 30,379 53,422 35,758 30,113 21,848 21,521 20,311
Vogue (2 issues) Ladies' Home Journal Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator True Story Photoplay Modern Priscilla Woman's World People's Home Journal People's Popular Monthly American Girl Needlecraft	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 26,941 22,703 21,181 14,331 8,458 4,504 4,806 6,423 5,775 451,590 //EEKLIES	6 MAGAZ 80,894 63,877 50,021 37,656 45,942 28,150 22,605 23,759 19,704 11,730 10,392 6,859 6,510 5,906 473,088 (5 June 318,214	INES 80,945 63,374 51,926 44,520 38,864 44,520 25,266 18,358 19,862 12,962 21,962 3,512 6,158 3,910 448,586 Issues) ±332,962	91,931 59,988 52,883 33,260 226,056 27,600 19,462 20,592 19,632 14,399 8,331 9,498 5,530 2,428 4,720	329,292 242,507 206,985 190,393 148,287 146,047 109,414 97,274 85,412 80,379 53,422 35,758 30,113 21,848 21,521 20,311
Vogue (2 issues) Ladies' Home Journal Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator True Story Photoplay Modern Priscilla Woman's World People's Home Journal People's Popular Monthly American Girl Needlecraft  *Smaller Page Sise. Saturday Evening Post. W	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 26,941 22,703 21,181 14,331 8,458 4,504 4,806 6,423 5,775 451,590 //EEKLIES	6 MAGAZ 80,894 63,877 50,021 37,656 45,942 28,150 22,605 23,759 19,704 11,730 10,392 6,859 6,510 5,906 473,088 (5 June 318,214	INES 80,945 63,374 51,926 44,520 38,864 44,520 25,266 18,358 19,862 12,962 21,962 3,512 6,158 3,910 448,586 Issues) ±332,962	91,931 59,988 52,883 33,260 226,056 27,600 19,462 20,592 19,632 14,399 8,331 9,498 5,530 2,428 4,720	329,292 242,507 206,985 190,393 148,287 149,414 97,274 85,412 80,379 53,422 35,758 30,113 21,848 21,521 1,818,963
Vogue (2 issues) Ladies' Home Journal Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator True Story Photoplay Modern Priscilla Woman's World People's Home Journal People's Popular Monthly American Girl Needlecraft  *Smaller Page Sise. Saturday Evening Post. W	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 26,941 22,703 21,181 14,331 8,458 4,504 4,806 6,423 5,775 451,590 //EEKLIES	6 MAGAZ 80,894 63,877 50,021 37,656 45,942 28,150 22,605 23,759 19,704 11,730 10,392 6,859 6,510 5,906 473,088 (5 June 318,214	INES 80,945 63,374 51,926 44,520 38,864 44,520 25,266 18,358 19,862 12,962 21,962 3,512 6,158 3,910 448,586 Issues) ±332,962	91,931 59,988 52,883 34,389 33,260 26,056 27,600 19,462 20,592 19,632 14,399 8,331 9,498 5,530 2,428 4,720 445,699	329,292 242,507 206,985 190,393 148,287 149,414 97,274 85,412 80,379 53,422 35,758 30,113 21,848 21,521 1,818,963
Vogue (2 issues) Ladies' Home Journal Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator True Story Photoplay Modern Priscilla Woman's World People's Home Journal People's Popular Monthly American Girl Needlecraft  *Smaller Page Sise. Saturday Evening Post. W	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 22,703 21,181 14,331 8,458 4,504 4,806 6,423 5,775 451;590 /EEKLIES 386,983 125,649 *52,589 79,093	8 MAGAZ 80,894 63,877 50,081 50,021 37,656 45,942 28,150 23,759 19,704 11,730 10,392 6,859 6,000 6,512 5,906 473,088 (5 June 338,214 106,952 104,200 74,136	INES  80,945 63,374 51,926 44,520 38,864 44,520 38,864 27,620 25,266 18,358 19,862 12,962 12,962 12,962 12,963 1448,586 18sues 183,384 448,586 18sues 183,384 46,586 18sues 186,134 186,134 186,134 186,134	91,931 59,988 52,883 34,389 33,260 26,056 27,600 19,462 20,592 19,632 14,399 8,331 9,498 5,530 2,428 4,720 445,699	329,292 242,507 206,985 196,985 146,047 109,414 97,274 85,412 80,379 53,422 35,788 30,113 21,848 21,521 20,311 1,818,963
Vogue (2 issues) Ladies' Home Journal Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator True Story Photoplay Modern Priscilla Woman's World People's Home Journal People's Popular Monthly American Girl Needlecraft  *Smaller Page Sise. Saturday Evening Post. W	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 22,703 21,181 14,331 8,458 4,504 4,806 6,423 5,775 45,590 /EEKLIES 386,983 125,649 79,093 93,813	8 MAGAZ 80,894 63,877 50,081 50,021 37,556 45,942 22,505 22,759 19,704 11,730 10,392 6,859 6,000 6,512 5,906 473,088 (5 June 338,214 106,952 104,200 74,136 68,946	INES  80,945 63,374 51,926 44,520 38,864 44,520 38,864 27,620 25,266 18,358 19,862 12,962 12,962 12,962 12,963 1448,586 18sues 183,384 448,586 18sues 183,384 46,586 18sues 186,134 186,134 186,134 186,134	91,931 59,988 52,883 49,389 33,260 26,056 27,600 19,462 20,592 19,632 14,399 8,331 9,498 5,530 2,428 4,720 445,699	329,292 242,507 206,985 190,393 148,287 146,047 109,414 97,274 85,412 80,379 53,422 35,758 30,113 21,848 21,521 20,311 1,818,963
Vogue (2 issues) Ladies' Home Journal Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator True Story Photoplay Modern Priscilla Woman's World People's Home Journal People's Popular Monthly American Girl Needlecraft  *Smaller Page Sise. Saturday Evening Post. W	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 22,703 21,181 14,331 8,458 4,504 4,806 6,423 5,775 451,590 //EEKLIES 386,983 125,649 79,093 93,813 83,683 83,683	8 MAGAZ 80,894 63,877 50,081 50,021 37,654 45,942 22,505 22,759 19,704 11,730 10,392 6,859 6,000 6,512 5,906 473,088 (5 June 338,214 106,952 104,200 74,136 66,946 66,9	INES  80,945 63,374 51,926 44,520 38,864 44,520 38,864 27,620 25,266 18,358 19,862 12,962 12,962 12,962 12,963 1448,586 18sues 183,384 448,586 18sues 183,384 46,586 18sues 186,134 186,134 186,134 186,134	91,931 59,988 52,883 49,389 33,260 26,056 27,600 19,462 20,592 19,632 14,399 8,331 9,498 5,530 2,428 4,720 445,699 344,457 357,090 47,460 28,405 28,4	329,292 242,507 206,985 190,393 148,287 146,047 109,414 97,274 85,412 80,379 53,422 35,758 30,113 21,848 21,521 20,311 1,818,963 1,402,556 373,075 354,890 288,767 257,606 223,270
Vogue (2 issues) Ladies' Home Journal. Harper's Bazar Good Housekeeping Woman's Home Companion McCall's Pictorial Review Delineator True Story Photoplay Modern Priscilla Woman's World People's Home Journal. People's Home Journal. People's Fopular Monthly. American Girl Needlecraft  *Smaller Page Sise.  Saturday Evening Post. New Yorker Liberty Literary Digest Collier's American Weekly Time Liffe	WOMEN'S 75,522 55,268 52,095 46,463 38,507 42,569 26,044 22,703 21,181 14,331 8,458 4,504 4,806 6,423 5,775 451,590 //EEKLIES 386,983 125,649 79,093 93,813 83,683 83,683	8 MAGAZ 80,894 63,877 50,081 50,021 37,654 45,942 22,505 22,759 19,704 11,730 10,392 6,859 6,000 6,512 5,906 473,088 (5 June 338,214 106,952 104,200 74,136 66,946 66,9	INES 80,945 63,374 51,926 44,520 38,864 44,520 38,862 12,620 25,266 18,358 19,862 12,962 8,577 9,252 5,512 6,158 3,910 448,586 Issues) \$\$^{\$332,902}\$	91,931 59,988 52,883 49,389 33,260 26,056 27,600 19,462 20,592 19,632 14,399 8,331 9,498 5,530 2,428 4,720 445,699 344,457 357,090 47,460 28,405 28,4	329,292 242,507 206,985 190,393 148,287 146,047 109,414 97,274 85,412 80,379 53,422 35,758 30,113 21,848 21,521 20,311 1,818,963 1,402,556 373,075 354,890 288,767 257,606 223,270
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### \$95,442,309

#### Magazine Expenditures of

#### 148 Advertisers

(Printers' Ink Subscribers)

51.82% of all the money appropriated for magazine advertising comes from 150 advertisers. These bell-wether concerns spent \$95,978,975 in eightynine magazines during 1928.\*

99.44% of this total or \$95,442,309 was bought by 148 advertisers subscribing to *Printers' Ink Weekly*.

\$93,597,949 or 97.52% of the amount was expended by advertisers subscribing to *Printers' Ink Monthly* 

Summary of the actual readers of the Printers' Ink Publications among the 148 Leading Magazine Advertisers

	Readers of P. I. Weekly	Readers of P. I. Monthly	Readers of both Weekly & Monthly	Total Weekly & Monthly Readers
Total Readers	1,157	958	818	1,297
Major Executives	155	147	135	167
Sales Executives	. 225	1 179	175	229
Advertising & Sales Promotion Executives		210	207	255
Asst. Major Executives, Branch Managers & Miscellaneous		422	301	646

An analysis of 411 leading national newspaper advertisers for 1928 to determine coverage afforded by circulation of the Printers' Ink Publications, is now being made and will be published when completed.

#### Printers' Ink Publications

185 Madison Avenue

New York, N. Y.

<sup>\*</sup>Figures compiled by the Penny Publishing Co.

#### The Little Schoolmaster's Classroom

SOMETIMES in the most unlikely places are found valuable lessons which the Schoolmaster can

pass on to the Class.

The annual report of the Rocke-feller Foundation, for example, looked to be merely fifty-four pages of something for doctors to read when it first came to the desk. But the Schoolmaster on careful investigation found it to be not only a most interesting and romantic book, but was also able to provide an advertising lesson based on page thirty-four. Dr. George E. Vincent, president of the Foundation, is telling about yellow fever and malaria, and what has been done to fight these two scourges. He says that a good malaria fighter must learn to think like a mosquito.

"He must ask: Which of many kinds of anopheline mosquitoes shall I try to imagine myself? How far is it possible to fly? When and where is food to be had? Which blood is to be preferred, human or animal? How can one get into a screened house? Where shall one rest after a good meal? Where is the best place to deposit eggs? Is the water of the right kind and temperature? Is it stagnant or flowing? Is there vegetable growth to protect eggs and larvae from fish? Then, too, it is important to think like a larva which has grown from egg to 'wiggler,' and to wonder: How can one get through that film of oil on top of the water? Is that little floating speck food or a grain of Paris green?

If one substitutes for the malaria fighter the words "copy writer" and designates the possible consumer of the product he is writing about as a mosquito, and considers his habits as carefully, the Schoolmaster knows of no better lesson in how to

write good copy.

The man who delivers your milk—the man you never see, but whom you often hear clattering around on the back porch during the early hours of the morning—

what, if anything, do you think of him? He really is a highly important element in the modern merchandising scheme without whose efficient, and sometimes devoted, efforts the great dairying industry of this country would not be what it is. And, if it were not, the buying power of the farmer would be less; manufacturers would not make so much merchandise and stores would not sell so much.

These thoughts occurred to the Schoolmaster during a recent conversation with Will A. Foster, assistant sales manager of the Borden's Farm Products Company of Illinois. He was somewhat intrigued to learn from Mr. Foster that the big milk distributing organizations of the country have an unusually high standard which will be sent that the standard which will be sent that the standard which will be standard which will be sent that the standard which wil

"milkmen," so-called, must meet.
Borden, for example, requires that its drivers shall have a highschool education or better. Many of them are college men. have to supply data by which their history, through the various jobs they have held, can be traced back for at least ten years. They must pass a rigid physical examination and submit to some psychological tests designed to demonstrate their fitness, or lack of it, for their exacting duties. Before a man is finally engaged a representative of the company visits his home and talks with his wife or mother with the object of seeing whether she will co-operate with him so that he can meet the erratic schedule which every milkman must follow.

The Schoolmaster could not help thinking, as he listened to Mr. Foster's enthusiastic description of the Borden organization, what an enormously beneficial thing it would be if merchandisers in general could administer their retail outlets in some such fashion. The retailer in any line of selling is the most important element in the whole scheme, inasmuch as he is the one who has the direct contact with the consumer, without which the goods could not be sold at all;



# The Newest Idea in Electrics · · · Clinches Sales for National Advertisers

Your dealers do most or all of their actual selling during daylight hours. This latest type of electric sign by Flexlume is as strong an attractor of the street throng by day as by night.

It utilizes the drawing power of red neon\* combined, for pleasing and highly legible contrast, with the brilliance of Flexlume raised glass letters, illuminated from within.

\*(Note: Neon, from Greek word meaning new, the common name for a gas constituent of air discovered by the English scientist, Sir William Ramay.)

These new and striking business front attractions focus greatest national advertising interest onto your dealers at a small investment. Discounts, too, on quantity orders. Let us submit color sketch—no charge or obligation. Flexiume Corporation, 2063 Military Road, Buffalo, N. Y.

Factories at Buffalo, N. Y., and Toronto, Can.



Sales and Service Offices in Chief Cities of U. S. and Can,

FLEXLUME ELECTRIC DISPLAYS

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## MAIL ORDER FORTUNE

An exclusively owned, broadly patented medical proposition with rare and power-ful sales points. Backed by a clean record and ample testimony of patrons. Not pills, powders or gland tablets. Exclusive field.

Business has been carried on by circularizing by means of first class mail and its list of about two million cards has been kept alive and up to date by taking off returned mail daily.

This article has the backing of ample authority both scientific and medical, and beside that it is actually rendering a valuable human service.

Mailing list is all alive and records of pulling power available. Books can be audited by your auditor and every detail is available.

It is offered for sale including manufacturing equipment, patent rights, trade marks, and complete carefully indexed file of names. Never been cited by any government bureau and has always carried out its obligations to the letter. Repeat business running about 18% of first sales. Two years old. Sales last month \$17,-000.00. (Spring is not its best season.)

Will sell to reputable people for \$50,000.00 cash. Possibly retain an interest as part. Possibly make terms to suit re-

sponsible persons.

Owner is developing another business to which he wishes to devote all his time, energy and resources. Principals only. Please don't reply unless you are prepared to exchange referепсев.

#### Address, B. Millington HARMLESS REMEDY CO. Steubenville, Ohlo

good qualities, he often rates the lowest in the list.

We all, no doubt, have moments when our faith in the ideals and high principles of modern business wavers. For those moments a member of the Class who was in Mo-bile, Ala., not long ago sends consolation. It is in the form of a legend neatly lettered in dignified Old English on the window of a tiny sandwich shop. Here it is:

is a policy molded by laudable ambition

a policy of liberality—of highest aims

of pluck and push—a policy who's
alphabet spells only success—

The Hope of the Rick—

The Joy of the Middle Classes—
A Blessing to the Poor—

Walk in, People!

And the Schoolmaster trusts that there will be none who will rise to quibble over mere matters of spelling and grammar when the mer-chandising of a roast beef sandwich reaches such nobility.

R. H. Macy & Company, of New York, recently featured a crystal water glass in a newspaper advertisement. The copy stated, erroneously, that it was imported from France.

A few days later Macy's ran a special advertisement headed, "We Made a Mistake About This Little Modern." Beneath the heading was a picture of the glass followed by this copy:

In the Sunday Times we said it came from France. It doesn't come from France, but is made in this very country. However, its lineage is French for it is a copy of a French glass. We can't resist a bit of flag-waving, for after all it's worth bragging about that this really charming little modern is made in the star-spangled manner.

Kenneth Collins, executive vice-president of Macy's, informs the Schoolmaster that the sales created by the second advertisement were 15 per cent greater than by the first announcement.

In addition to making the correction, Macy's capitalized the situation to its own advantage.

The Schoolmaster has been reading in the New York Times a

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## There's a Fortune for Someone in DRYZIT

Fills a real need in every one of America's 30 million kitchens. Simple to make. Sells at popular price. Yields big profits. U. S. rights can be had by the right people on a royalty basis.





A DRYZIT FOOD CABINET is a simple, pressed metal box containing a can of Dryzit, a harmless, odorless, material with a great affinity for moisture.

Dryzit keeps salt, powdered sugar, crackers, ginger snaps, shredded wheat, corn fakes, muffets, puffed wheat, rice flakes, Holland rusk, zwieback, pretzels, and similar food stuffs, dry, crisp and fresh all the time, doing away with the bother and expense of drying and crisping such foods in the oven before serving.

Dryxit has been tested out over a period of two years by a well-known firm of chemical engineers, who have applied for patents, and who will grant the exclusive manufacturing and selling rights to Dryzit and Food Cabinets on a royalty basis, to a responsible concern that is in a position to give it nation-wide advertising and distribution.

Dryxit Cabinets at \$5 each, and Dryxit at \$1 per can, afford a very large gross profit. Two cans of Dryxit is a year's supply for the average family.

Two large exporters are desirous of handling Dryzit as soon as it is put on the market.

Dryzit can also be used to protect other materials which are injured by moisture, such as hard candies, soap powders, self-raising flour, leather; camera films, which mildew; guns and other metallic objects that rust; tennis rackets, where gut strings absorb moisture rapidly; etc.

For further information, write to CHEMICAL ENGINEERS, Box 250, Printers' lak



## How Printers' Ink Is Used by C. C. WINNINGHAM,

"These bound volumes are in constant use for reference purposes. We use them to look up advertising case histories and to find articles on the success of the use of various sales and merchandising policies, especially in regard to whatever commodity or industry we are particularly interested in at the time of reference. In short, we turn to the file of PRINTERS' INK in looking for answers to the smallest and the biggest questions alike, and the times are rare when we have not been able to locate something of value on the subject we are sasking.

"The Special Service Bulletins which come in regularly are of immense help and the prompt answers we always receive in response to special requests are absolutely invaluable to us in our work." C. C. WINNINGHAM, INC.

The Winningham organization subscribes to the full Printers' Ink Service: Six copies of Printers' Ink Weekly, five copies of Printers' Ink Monthly and bound volumes of both publications. report prepared by two engineers of the American Telephone and Telegraph Company. These two engineers made a compilation of 80,000 words used in some 3,000 long-distance conversations. The speakers did not know that their conversations were being listened-in on. The purpose of the test was, among other things, to discover which words in the English language were used most frequently in long-distance telephone talks. The results ought to be of keen interest to copy writers.

According to these two engineers, the pronoun "I" was used just once short of 4,000 times, thus achieving first honors. "You," was a close second, piling up a score of 3,540. These two pronouns accounted for almost a tenth of all the 80,000 words recorded.

From this investigation, the engineers compiled a list of the twenty-five words most commonly used in telephone conversations. This list appears below. In conjunction with it, there is also published the twenty-five words most commonly used in printed English. This list is taken from a tabulation by Godfrey Dewey from a count of 100,000 words made in 1918 and published in his monograph on Relative Frequency Speech Sounds." This book, by the way, is a complete and careful census of printed English words and

The two tables follow:

read.

#### 25 Most Used Words

ought to be included in every list of books that copy writers should

500	100,000 Words						
Average	of Assorted						
Telephone	Printed English						
Conversations	(Dewey)						
Number of	*Number of						
Times	Times Av-						
Used	erage Use						
in 79.390	in 80,000						
Word Words	Word Words						
1 3,999	The 5,848						
You 3,540	Of 3,198						
The 3,110	And 2,624						
A 2,060	To 2,339						
On 2,046	A 1,696						
To 1,942	In 1,693						
That 1,792	That 1,076						
It 1,605	It 973						
Is 1,506	In 970						
And 1,363	7 024						
FIRE CLASS TOOLS	1 769						

## We want a few more high-grade salesmen

We advertise in Printers' Ink because the type of man who reads Printers' Ink can appreciate the points involved in selling a high type, nationally advertised tree service such as ours.

Previous experience in our line is not necessary. To the men who qualify we offer an immediately worth-while income and every assistance and co-operation to grow with us at the rate we are growing. We have background and service developed to a degree which appeals at once to the high grade clientele we serve. Write for details at once.

The F. A. BARTLETT TREE EXPERT Company STAMFORD, CONN.

## Writing

or revising any kind of form letters; sales, promotion, collection, credit, adjustment, courtesy, acknowledgment, or what not:

One	letter							\$10.00	
Two	letters							7.50	each
Thre	e letters	T	1	m	0	r	e	5.00	each

## Criticizing

carbon copies of daily routine mailwith pencil corrections and suggestions-

One	carb	on .								\$2.00	
Ten	carb	ons								1.50	each
Twe	nty-f	lve								1.25	each
Fifty	TO T	mai	re	١.		į.				1.00	each

Either of these services may be had on a month to month retainer basis of \$50.00, Both together, \$100.00. All copy is handled by me personally.

"Letters—The Wings of Business"
Selling Throughout the World
One Copy \$5.00—Prepaid

### S. R. STAUFFER

Letter Counsellor 001 Wilmac Bldg., Minneapells, Minn.

## Multigraphing, Mimeographing, Mailing and Addressing Quality Output

Our ever-increasing list of satisfied clients proves that service is more than a slogan with us—it is a practice.

Our representative will be glad to belp you solve your direct-mail problems at your convenience. No obligation of course.

#### BLAIR LETTER SERVICE 480 Lexington Avenue, N. Y. C.

Phone: Wichersham 0582, 0583

## COPYWRITER

Wanted

Experienced in preparing advertisements. One with creative ideas for financial advertising. Splendid opportunity to connect with well-known advertisement agency. The members of our organization know, about this advertisement. Write, giving full details and salary expected. Address "L," Box 110, Printers' Ink.

RATHER A FEW JOBS VERY WELL DONE, THAN MANY JOBS NOT SO WELL DONE



August Becker Corporation Purveyors of Printing to Advertising Agencies 300 Graham Ave. Brooklyn

1	Times		Times
Word	Used	Word	Used
Get		For	828
Will	. 1,305	Be	677
Of	. 1,190	Was	671
In	. 1,170	As	626
He	. 1,115	You	620
We	. 1,100	With	582
They	. 913	Не	
See	. 887	On	514
Have	. 883	Have	494
For	. 823	Ву	480
Know	. 753	Not	471
Don't	. 640	At	468
Do	. 638	This	458
Are	. 618	Are	434
Want	. 599	We	423

\*Computed to same basis for comparison,

#### F. D. Slayton with Potts-Turnbull Agency

F. Downing Slayton, formerly with the copy staff of Henri, Hurst & Mc-Donald, Inc., the McJunkin Advertising Company, and, more recently, Vanderhoof & Company, all of Chicago, is now with the division of new business of the Potts-Turnbull Company, Inc., advertising agency of that city.

## H. C. Eldred Joins Milwaukee "Journal"

Harry C. Eldred, recently chief of the promotion and service staff of the American Lumberman, Chicago, has joined the copy and service department of the Milwaukee Journal. He was, at one time, with the J. Walter Thompson Company, Inc.

Appoints Aubrey & Moore The Lomax Company, Chicago, manufacturer of Lomax and Indian Hill ginger ales and Lomax root beer, has appointed Aubrey & Moore, Inc., advertising agency of that city, to direct its advertising account.

## THIS ONE-MAN AGENCY

wishes to merge with another one-man agency—or join larger agency. Thorough advertising man and good business producer. The right tie-up will be mutually beneficial. References exchanged. Address "N." Box 113, Printers' Ink.

"GIBBONS knows CANADA"

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## Mail-Order Sales for Half

Sears, Roebuck & Company for June, this year, report sales of \$35,747,979, against \$25,669,119 for June 1928, an increase of 39.3 per cent. Sales for the first six months of this year amounted to \$192,728,711, against \$146,099,065 for the first half of 1928, an increase of 31.9 per cent.

31.9 per cent.

Montgomery Ward & Company for
June, this year, report sales of \$21,953,639, against \$19,179,246 for June, 1928,
an increase of 14.5 per cent. Sales for
the six months of 1929, were \$122,807,540, against \$96,567,915 for the first
half of 1928, an increase of 27.2 per
cent.

The National Bellas Hess Company, for June, this year, reports sales of \$3,907,859, against \$3,325,202, an increase of 17.5 per cent. Sales for the first half of this year amounted to \$22,860,440, against \$20,268,736, an increase of 12.8 per cent.

#### Mae G. Kennedy Joins Hays MacFarland Agency

Mae G. Kennedy, for the last ten years space buyer and treasurer of the Conover-Mooney Company, Inc., Chicago, has joined Hays MacFarland & Company, advertising agency of that city, in a similar capacity.

## Wilson Hobberlin with J. H. Connor & Sons, Ltd.

Wilson Hobberlin, formerly with the advertising department of Imperial Oil, Ltd., Toronto, has been appointed advertising manager of J. H. Connor & Sons, Ltd., Ottawa.

#### Canadian Advertisers to Meet at Toronto

The Association of Canadian Advertisers, Inc., Toronto, will hold its annual meeting at the Royal York Hotel, at that city, on October 15 and 16.

### Death of Albert Donnaud

Albert Donnaud, 78 years old, veteran advertising newspaperman of the New Orleans Times-Picuymne, died recently, He began his newspaper work in 1874 on the New Orleans Times.



## Are You Looking For A Man Like This...?

Five years of experience as advertising manager of daily paper, well versed in advertising, marketing, economics and mechanics of advertising. Capable of handling production of advertising. Has a background of sales experience in many lines.

Desires a position as advertising manager for reputable manufacturer, national publication, or with national advertising agency of "AAAA" standing.

Twenty-nine years of age, active in the civic life of the community in which he now lives, and stands well with his fraternal affiliations. This young man is ambitious and has a very amiable personality. Will furnish the best of references.

> Write "M," Box 112, Care of Printers' Ink

## The Job I Want

is on sales staff of established trade magazine that offers real opportunity. Eight years' experience in advertising and merchandising and selling national trade-paper space. Prefer Cleveland beadquarters, as have excellent advertiser and agency contacts in Ohio Mich. Ind.

Prefer Cleveland beadquarters, as have excellent advertiser and agency contacts in Ohio, Mich., Ind., Ill. Clean record will bear closest investigation. Present and previous employers will supply information as to ability and production. Prefer salary and commission basis. In early thirties, married, Gentile. Available August 1st or 15th.

Address
"0," Box 114, Printers' Ink, 231
South La Salle St., Chicago, Ill.

#### Artists Looking For Advertising Man Who Is Looking For Artists

An organization of five free-lance creative artists in a city a few hours' ride from New York wants to make an arrangement with advertising man anywhere to do some of his artwork. In business eight years doing artwork for national!"> known companies. Attractive proposition. Confidential. Address "Q." Box 115, Printers' Ink.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

#### BUSINESS OPPORTUNITIES

Direct Mail Advertising created, planned and written. Booklets—broadsides—folders. Inquiry involves no obligation. 'Phone Ashland 4251, New Process Advertising, Inc., New York Life Bldg., N. Y. C.

I MAKE THUMB-NAIL PEN DRAW-INGS for magazines, house-organs and general advertising. Send me a rough scrawl of what you want and I will make a 'finished drawing. The price is \$3.50. Send for free folder. Box 941, P. I.

PUBLISHERS' REPRESENTATIVE WANTED, in Eastern territory. Can also obtain a substantial interest in magazine for \$10,000 that will pay 25 per cent a month on original investment within a year's time. Address Box 948, P. I.

Timely, profitable idea produced with exceptionally low overhead. Reader's Guild will publish monthly in handy, time-saving manner outstanding articles from better current magazines. Unusual printed forum included. Subscriptions obtained economically; half-interest \$5000. Box 943, P. I.

Publishers' Representative—I am looking for a capable associate (college graduate, American born, Saxon type) to help me develop business for South and Latin American publications. Can be an established organization. Experience and some capital and a desire to build a profitable business are the only qualifications. I have the contacts with publishers in the Latin countries and my associate should be the contact in this country. Box 934, P. I.

#### HELP WANTED

Advertising Solicitor—Personable, intelligent young woman, about 25. Proven sales ability with productive copy ideas for class magazine. Established publishing house. Salary, Box No. 949, P. I.

UNUSUAL SALES OPPORTUNITY
Advertising proposition of proven merit.
Diversified sales plan. Price, quality,
commission challenge comparison.
Marion-Kelly Co., Des Moines, Ia.

WANTED—Furniture artist for large New York retail store. A permanent or free-lance position with unusual opportunities for a man with ideas, and ability to put those ideas to work in hightype newspaper and direct-mail advertisements. State age, experience, and salary desired. Samples of work will be carefully returned. Box 937, Printers' Ink. SIGN SALESMEN—If you are interested in handling a profitable line of advertising signs, address Box 931, Printers' Ink.

#### PRINTING SALESMAN

An opportunity to make more on the business you now control—and ample assistance to develop new business. Modern shop, centrally located. Exceptional opportunity for men who have right connections. "H.M.," Box 946, pt. I.

#### ARTIST

Permanent position for first-class man experienced in layout work, and with visualizing ability. Good working conditions in congenial surroundings.

THE CONSOLIDATED ARTISTS Co.
81 Duttenhofer Building
Cincinnati, Ohio

OPPORTUNITY to develop own territories selling new-style Automobile Blue Book display advertising to hotels and communities, also special editions, map foiders, booklets, and all sorts of printing work. Straight commission. Write, stating experience, age, references. 3815 Armitage Ave., Chicago, Ill.

#### WANTED

Advertising writer and junior executive in technical advertising agency. Preferably engineering graduate with advertisement and catalog writing experience. Must have pleasing personality, good business judgment, good record of past performances, aggressiveness and sincere deaire to settle down in one place. To the right man, a permanent position with consistent salary and advancement is offered. Location, New York. All applications considered confidential. Samples returned if desired. Give full particulars and references in first letter. Box 939, P. I.

WE DO NOT WANT MERE MANPOWER, but have been looking for the
past year for a salesman. He must
know advertising and selling. Must know
how some newspapers are selling space
today and know there is a better method.
He must be young enough to learn our
methods and yet must have experience
with both newspapers and agencies. He
must be free to travel, as the man we
want will be on the road constantly.

If you feel you can fit into this organi-

If you feel you can fit into this organization and are not interested merely in salary, but in future possibilities, write, giving us all information regarding your past experience, age, etc., and salary expected. Box 945, Printers' Ink.

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AN OPPORTUNITY, second to none, for a man who can sell creative printing, engraving and rotogravure printing. The man desired must be experienced, with a clean record and good clientele, doing business with large concerns in the Central States. Give experience and present connection in first letter, Box 947, P. I.

Assistant to Advertising Manager
Man competent to prepare booklets, folders, newspaper adva, house-organ and
buy cuts and printing. Technical product
sold through dealers to suburban homes.
Location: Detroit. Salary: \$225 per
month. Give full details in first letter.
Box 938, Printers' Ink.

Rare Opportunity for PRINTING SALESMAN With Following

We are a medium-sized printing house located in New Jersey, just 30 minutes from Cortlandt Street, New York. We specialize on color printing and have an enviable reputation for this class of work.

enviable reputation for this class of work.
There is a rare opportunity here for a
man who can take full charge of our sales
department. We say the opportunity is
rare because (1) we are located in the
heart of a rich territory; (2) we have
production facilities for rendering good
service; (3) working conditions are ideal.
We were a man who will send most

We want a man who will spend most of his time on the firing-line, and who has already demonstrated his ability to get results. Write in full confidence for interview.

Box 942, Printers' Ink, New York.

#### MISCELLANEOUS

PULP WOOD FOR SALE—Will contract with paper mill to supply Georgia wood for five years. Write for information. C. B. HARMAN, 505 Forsyth Bldg., Atlanta, Ga.

RUBBER STAMP SIGNATURES

Sent to you for \$1, postpaid. Write your name in long-hand and mail to us.

JANES ENGRAVING PLATE Co.

Quincy, Illa.

FOR SALE
Goss-Acme No. 902 Printing Press.
A-No. I condition. Exceptional bargain for daily newspaper with 10,000 to 20,000 circulation class or for fast job shop. Write J. H. Kelly, "Tribune," Sioux City, Ia.

#### POSITIONS WANTED

Connection sought with good general magazine or trade publication by young editor of house-organ with ten years of journalistic experience, most of it on newspapers. University graduate. Box 940, P. I.

### ARTIST-TYPOGRAPHER

who has concentrated on Direct Mailwishes a position that needs Visuals, Type and Finished Art. Box 935, P. I.

## A R T

Executes or directs modern art. Contacts and can bring in new business. Address Box 951, P. I. A OOPY WRITER—college man with one year's successful experience in newspaper advertising—offers clear, interesting, convincing copy to you on a part-time basis. Box 944, Printers' Ink.

Advertising Assistant—available immediately; thorough knowledge mechanical production, space buying, all inside details. 5½ years' experience as office manager, N. Y. agency, 2½ years with publishing house. Address Box 950, P. I.

EXPERIENCED COPY WRITER
Young woman writing successful selling
copy for national advertiser of beauty
preparations desires new connection. Fine
background—college education. Samples.
Box 933, Printers' Int.

## Expert Manager or Foreign Representative Available

who knows how to get export business. Box 932, Printers' Ink.

Firm wishes to place former secretary to executive. Young woman in middle twenties, rapid and accurate stenographer and typist, capable of writing large volume of own correspondence with just a few pointers. She writes effective males letters and publicity matter, has the makings of an excellent copy writer, and has some knowledge of advertising technique. Well-educated, pleasant, tactful conscientious. Box 936, Printers' Ink.

## CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

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## TWO Purchasing Agents on every PRAIRIE FARMER FARM

The farm wife — who buys the same things needed in the average city home—silk hose, radios, canned foods, furs, kitchenware, etc. And the business-farmer—who buys blooded live stock, machinery, automobiles, trucks, insufance and other needs for his farm factory. A double market, twice as great as that offered by the average city home.

You can reach—and sell—this big double market—through the eye with Prairie Farmer (the oldest weekly farm paper)—through the ear with WLS (the farmer's proved favorite).



## >1000 PRAIRIE FARMER-Chicago

1230 West Washington Blvd., Chicago, Illinois
BURRIDGE D. BUTLER, Publisher
Chas. P. Dickson, Adv. Mgr. J. E. Edwards, Associate

During the month just ended, Chicago Tribune circulation, daily and Sunday, maintained the highest average of any June in Tribune history » »

856,892 NET PAID DAILY

1,134,918

Chicago Tribune